The Construction of the Legitimacy of Public Policy in the Internet Era

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ABSTRACT

Public policy is an important topic in political science research. A good public policy must have legitimacy, and where does legitimacy manifest itself? Especially with the advent of the Internet era, a major structural change has taken place in modern society. The diversification of society has impacted the traditional mode of discussion. In modern political life, where does the legitimacy of public policies come from has become an issue with more characteristics of the times. This research is based on the era background of Internet technological change, starting from the nature of public policy and the relationship between government and politics, to explore the construction path of public policy legitimacy in the Internet era.

Keywords: *Public Policy, Legitimacy, Internet Era*

1. INTRODUCTION

The rapid development of Internet technology not only brings about the rapid progress of social productivity, but also has an important impact on people's social life. In the Internet era, the government's governance environment has undergone obvious changes, and public policy is an important tool for government social governance. Facing a new era of problems, the importance of this research lies in the fact that it is closely combined with the current social development status of the times, aiming at the problems that the government may face in the process of actually formulating and implementing public policies in the Internet era, providing a practical basis for the government's political activities, and improving the scientific understanding of public policy scientificalness and rationality.

2. THE LEGITIMACY OF PUBLIC POLICY

The term public policy originated from and has always been applied to the field of political science. It is an important part of human political life and is considered to be the foundation of administrative science and policy science. In essence, public policy is the main means and tool for the government to carry out public governance, [10]is considered to be the performance of government credibility in many aspects of society, and whether public policy has credibility directly affects the promulgation and implementation of public policy.

The earliest understanding of the word legitimacy comes from the ancient Latin, meaning those things that are legal, consistent with the law. Until modern times, with the awakening of the consciousness of civil rights and the confirmation of civil rights by the state [9]did we have a deeper understanding of legitimacy: legitimacy ultimately emphasizes the people's recognition of the current government and its policies. Whether or not it is deeply expressed is the recognition of the status of the ruler by the ruled. Of course, this recognition does not come from external physical or psychological coercion in a strict sense, but must be the result of the people's development. Inward, conscious obedience.

Public policy itself has multiple attributes, mainly manifested as: authority, publicity, value and systematicness, and the above attributes are directly related to the legitimacy of public policy. The legitimacy of the above depends on whether and to what extent the attributes mentioned in the former are possessed.

The first is the authority of public policy. As the maker of public policy, the government is also responsible for the actual implementation and application of public policy in a broad sense. The existence of authority plays a dominant role in the formulation and implementation of public policies. C. O. Jones divides the legitimacy of public policy into two levels: the legitimacy of the governance of a certain political system and the

legitimacy of the policy itself. [12]Although different scholars have affirmed the degree of legitimacy of the two There are differences, but looking at the current research in the academic community, policy legitimacy is very important, and the two are not separate.

From the perspective of macro system design, emphasis should be placed on the public attributes of public policies. Public policy is oriented to the community as a whole, not to a special individual or a special group, but includes multiple subjects within the community, which also makes public policy must have value, that is highlight its function of authoritative distribution of value to the whole society. Just as David Easton, starting from the most basic political assumptions, emphasizes that interest relationships are the basis of human activities, and the government undertakes the function of socially distributing this value, [4]public policy is that the government distributes powerful measures. In this way, the formulation of a good public policy requires the government to consider the interests of many parties, so that some people can enjoy certain resources while occupying the corresponding resources of others. A plan sufficient to balance the interests of all parties. [3]

From a specific operational level, if a public policy wants to better fulfill the government's presupposition and meet the policy expectation during the implementation process, the formulation of public policy must be a systematic process involving many aspects. At the beginning of public policy formulation, it is necessary to take into account the adoption of public opinion, the guidance of expert opinions, and the design of democratic procedures; during the formulation process, it is necessary to consider the involvement of stakeholders, the prediction of policy pros and cons, and the analysis of feasibility; in the formulation and implementation stages It is necessary to consider the choice of administrative means, the correction of wrong risks and the control of public opinion.

3. THE TRANSFORMATION OF GOVERNMENT GOVERNANCE ENVIRONMENT IN THE INTERNET ERA

As a product of important political life, public policy is a decision made by the public authority system. Its content should be reasonable and conform to the development law of objective things. [6] This means that the research on public policy formulation cannot just stop at its own attributes, theoretical research on public policy should pay more attention to the real social background on which the public policy formulation process is based.

The application of Internet technology has greatly changed the original social production mode, and the social division of labor has undergone a new transformation under the strong drive of new productive forces. Social production no longer only depends on the traditional production mode of large factories. People who are fixed in a specific time and space are liberated, which greatly expands the geographical space and virtual space for their own activities, which also greatly subverts the concept of time and space of modern people, and human activities are no longer limited to real production. , instead into a space where virtuality and reality are intertwined, even purely virtual. [8] This change is not only in terms of human production, but also has a great impact on the life of modern people and the political life of the community. It is precisely under the dominance of Internet technology that the social community presents a common The status quo of the coexistence of consistency, difference and fragmentation, and the rapid flow of social members have significantly increased the heterogeneity within the community. It is manifested in the following aspects:

A fusion of reality and virtuality. Under the leadership of mutual benefit network technology, the current society has broken through the original logic of reality and broadened the development of the logic of virtual space. The popularization of communication technology and communication equipment has broken through the original public opinion space monopolized by the government, and various social platforms that have emerged lately have become a new "public opinion field" compared with the official. Identity shows a trend towards flattening and fluidity. The development of individuality does not mean decentralization. Individuals constitute "nodes" in cyberspace, and the interaction and connection of highly autonomous social individuals become networked "structural holes" of social relations. [11] New viewpoints and new subcultural groups formed by the intertwining of various public opinions are intertwined and gradually mutated, deconstructing existing relationships in real life to construct new relationships and new rules on the Mutual Benefit Network , and then form The impact of the order of reality and the laws of reality has caused a certain kind of "fragmented" order disorganization in the process of reconstruction of the entire social order . The order of the existing order and the institutional construction and policy expression based on the existing order have been fundamentally challenged.

A shift in discourse empowerment. Internet technology not only creates a new space for public opinion, but the most direct change for citizens who exist as individuals is the acquisition of the right to speak. Compared with traditional expression of opinions, modern communication devices and social platforms provide individual users. In the pre-Internet era, citizens' rights depended more on institutional acquisition. They expressed their views and opinions under the existing institutional arrangements and established channels, and the expression process was dominated by mainstream public opinion represented by the government . The

expression of personal opinions has significantly limited influence. With the advent of the era of Internet, users can give themselves the right to speak through new technical means . The large-scale use of mobile clients such as Facebook, Twitter and Weibo has caused a huge impact on the discourse and public opinion under the monopoly of the original elite group. All users have obtained a "microphone" for public expression. Collective actions can be completed by self-organization under the condition of abundant information. Associations with weaker abilities have the possibility of taking greater positive actions [1] . It is only limited to the setting of topics of official institutions and mainstream media, showing great spontaneity and divergence.

A change in the traditional mode of discussion. In the pre-Internet era , the discussion and formulation of public policies were completed in the presidential palace, the cabinet and various government ministries, that is, the traditional "hall deliberation" model ， under the background of the transformation of the empowerment of individual subjects, the mode of deliberation in the hall is bound to suffer a huge impact. More people use the Internet to express their wishes, and the timing and degree of participating in public actions are all controlled by themselves, and they are free from bureaucratic bureaucracy. system and centralized organization. [2] However, the impact of the change in the mode of discussion is not purely negative. The government can use Internet technology to provide broader information and data support for government affairs decisions and policy formulations, allowing more stakeholders to be included in the decision-making process of the government system, providing higher efficiency and greater capacity. The creation of the Civic Engagement Platform provided strong support.

4. EXPLORATION ON THE CONSTRUCTION PATH OF PUBLIC POLICY LEGITIMACY UNDER THE SUPPORT OF INTERNET TECHNOLOGY

The government is the main body of public policy formulation and the source of public policy authority. According to Max Weber's point of view, the government's authority mainly comes from traditional, charismatic and jurisprudential types, while the authority of modern government mainly manifests as jurisprudential authority. , which also means that the operation of government power is subject to constraints and supervision. In this way, the formulation and implementation of public policies has become a continuous project. In this process, the government not only needs scientific and democratic decision-making, but also adjusts public policies and is responsible for the results brought about by public policies. This requires the government to adjust itself first.

4.1. Improvement of government management

The system and implementation of public policy is a systematic project, which is manifested in the systematization of various management systems and work procedures within the government as a main body. The internal government agencies, their relationships, personnel allocation and division of powers and responsibilities are the important content involved in the construction of government organizations, and they are also the only way to go in the process of public policy generation [10] . , especially the political literacy and political skills of professional government officials. In this regard, government personnel are required to be familiar with relevant laws and regulations and various policies , and have good practical application ability and communication and collaboration ability. At the same time, government personnel are required to have a high degree of enthusiasm, recognize the nature and purpose of their own work, and on this basis, self-discipline.

4.2．Speed up the construction of e-government

The government should speed up the construction of e-government, improve the self-governance structure, shorten the distance between the government and citizens by means of the Internet, and strengthen the communication and exchanges between the government and citizens. [7] Compared with the unofficial public opinion space of social platforms, e-government is obviously a more active and active way of expressing opinions for the government. This move can not only improve the openness and transparency of government information, but also can Broaden the participation channels of the public and various organizations as much as possible, improve citizens' awareness of public policies, deepen citizens' understanding of public policies, increase supervision over the operation of public policies, and effectively improve the credibility and execution of public policies.

4.3. Emphasize the role of NGOs

Compared with governmental organizations, NGOs aggregate various common demands of citizens in the form of common interests. They are dedicated to exploring areas that cannot be covered by the power of the government, which is a useful supplement to the scope of government functions. Especially in atomized social relations, the individualization of citizens has been developed to varying degrees, and the aggregation of public opinion in a pluralistic society is slightly insufficient only by the government. Groups or individuals, giving full play to the grassroots, people-friendly and voluntary nature of various NGOs can

greatly enrich the expression of various social needs, [13]in order to better meet the necessary information in the process of government decision-making and governance. , to provide intellectual support, but also to further stimulate the enthusiasm of citizens for political participation and promote social identity.

4.4. Strengthen the function of political socialization

Whether the government is speeding up e-government or linking NGOs , its essence is to expand the channels of public opinion expression as much as possible rather than to ensure the political participation of citizens in real life. Democratic participation in public policies is not the result of one-way government efforts, but also requires citizens' participation. participate actively. At present, social and political participation is relatively common. With the refinement of social division of labor, the professionalism of political activities continues to improve. If the vital interests of citizens are not involved, it is generally difficult for citizens to participate in the formulation of public policies . Worker is done. Faced with this situation, on the one hand, the government needs to increase the content of civic education, effectively improve citizens' political literacy and political participation ability, improve schools and various civic education systems in society, and promote the popularization of civic politics courses; It is necessary to mobilize the enthusiasm of citizens for political participation and their own sense of responsibility, pay attention to cultivating citizens' ownership spirit, mobilize citizens' political autonomy, and be able to actively participate in and offer advice and suggestions in political affairs and decision-making that concern themselves and the community.

5. CONCLUSION

The advent of the Internet era has greatly promoted the transformation of the modern social structure. The expression of individual opinions has impacted the traditional mode of government discussion. The weakening of elite discourse and the diversified development of interest groups have brought new challenges to government governance and the promulgation and implementation of public policies. challenge. However, it is worth noting that public policy is the business of all, it is about the governance of all, and it is also the wisdom of all. Public rationality is the basic feature of a democratic country. Public rationality requires citizens not only to maintain such rationality but also to apply it boldly in the public sphere. It also means that citizens should not only focus on personal immediate interests or local interests in political participation, and cannot To violate the interests of others because of the satisfaction of self-interest. As the main body of public policy formulation, the government should pay more attention to the use of Internet technology to promote the cultivation of citizens' public rationality and the expression and aggregation of public opinion based on

public rationality, so as to effectively enhance the legitimacy of public policies.

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