



# The Evaluation Model of Social Governance Under the Background of Rural Revitalization Based on Big Data

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**Abstract.** With the in-depth implementation of the rural revitalization strategy in China, the rural social governance is facing new opportunities and challenges. The construction of a systematic and scientific evaluation index system of rural social governance has important guiding significance for the modernization of rural governance in China. By studying the relevant literature, theoretical basis and existing research results of social governance evaluation, and according to the construction principle of evaluation index, this study constructs the evaluation index system of rural revitalization of China's social governance and carrying out empirical research. On this basis, five evaluation models in China's social governance of rural revitalization are established, such as economic basis evaluation, environmental governance evaluation, rural style civilization evaluation, public service evaluation, people's livelihood security evaluation. to provide scientific evaluation basis for social governance in the implementation of rural revitalization strategy.

**Keywords:** social governance · rural revitalization · evaluation model · rural area

## 1 Introduction

The report of the 19th CPC National Congress pointed out that the problem of agriculture and, rural areas and farmers is a fundamental issue related to the national economy and people's livelihood, and we must always take solving the problems of agriculture, rural areas and farmers as the top priority of the work of the whole party and implement the strategy of rural revitalization [1]. With the in-depth implementation of the rural revitalization strategy in China, China's rural development has entered a period of social transformation, and rural social governance is also facing transformation. How to transform from traditional extensive social management mode to fine "good governance" is the promotion direction of social governance under the background of rural revitalization [2]. The fine promotion of social and rural social governance is inseparable from the scientific measurement and evaluation of the level of rural social governance. The countryside is the "contact" between the city and the countryside, the traditional and the modern, the center and the edge. By collecting the relevant data in the process of rural

social governance, it comprehensively reflects the basic situation of the development of the main body of rural social governance and the effectiveness of relevant policies, and makes a comprehensive and comprehensive judgment on the performance of specific rural social governance. At the same time, it can also reflect the process of rural social governance, predict the development trend of rural society, and evaluate the management and service efficiency of rural government [3].

The problems of agriculture, rural areas and farmers' development are inseparable, so the problem of China's rural social governance under the background of rural revitalization strategy is a comprehensive governance of a specific regional space [4]. The construction of a systematic and scientific evaluation model of rural social governance can reveal the current situation and new future trend of rural governance reform in the new era, and finally put forward the regular understanding of promoting the innovation of rural governance in the new era [5]. According to the relevant scientific evaluation theory, the evaluation system of Chinese social governance under the background of rural revitalization includes: the theoretical basis of evaluation, the subject and object of evaluation, the purpose of evaluation, the content and index of evaluation, the measurement and method of evaluation, the system and application of evaluation and so on.

## 2 Theoretical Basis

### 2.1 Social Governance Theory

In the traditional social management, the government is the only management force. With the development of economy, the progress of society and the promotion of ideas, the influence of social organizations and individuals continues to increase with the improvement of their professional participation in management. It is in this context, the state and society, the government and social organizations through cooperation to govern public affairs has become the current trend of social governance. This kind of social governance is reflected in three aspects: participation, rational negotiation and friendly construction.

Public affairs are the common affairs of all members of society, which requires the participation and governance of all members of society. Its subject thought is to take the state, civil society and people as the main body of governance, which is mainly reflected in three latitudes: the universality of the subject of social governance, the diversity of content and the multiplicity of goals.

### 2.2 Rural Revitalization Strategy and Social Governance

The Chinese government regards "industrial prosperity, ecological livability, rural civilization, effective governance and affluent life" as the general requirements for rural revitalization, and has made comprehensive arrangements for the support. The strategy of rural revitalization is an important part of building a modern socialist country and a "baton" for comprehensively deepening rural reform and strengthening and innovating rural social governance. The Strategic Plan for Rural Revitalization (2018–2022) in 2018 points out: "implement the strategy of rural revitalization, strengthen basic work at the

grass-roots level in rural areas, improve the rural governance system, and ensure that the broad masses of farmers live and work in peace and contentment, and that rural society is stable and orderly. It is conducive to creating a governance, sharing, co-construction governance model, which is to innovate governance models and enhance governance capabilities.

The implementation of rural strategy is a solid strategy to improve the governance pattern of modern society. The supremacy of the people is the fundamental value basis for implementing the strategy of rural revitalization and constructing a new pattern of rural social governance. Solving the principal contradiction between rural economy and society and reform and development and constantly meeting the needs of the broad masses of farmers for a better life has become the basic starting point for the party and the state to formulate rural social governance policies.

### 3 Construction of Evaluation Index System

On the basis of studying the relevant literature, theoretical basis and the existing research results of social governance evaluation, and according to the construction principles of the evaluation index system, the evaluation index system of rural revitalization social governance is constructed. It divides into 5 first-level indexes and 46 secondary indexes.

The key content of economic foundation is industrial prosperity. Nine indexes are selected to measure the degree of economic foundation in this paper. Specifically,  $R_{101}$  denotes the amount of GDP/100 million yuan;  $R_{102}$  denotes the number of enterprises with scale and characteristics and the number of OECD;  $R_{103}$  denotes the number of demonstration family farms;  $R_{104}$  denotes the number of high-tech enterprises;  $R_{105}$  denotes the market concentration;  $R_{106}$  denotes the Route correlation;  $R_{107}$  denotes the number of tourists received by scenic spots/person-times; and  $R_{108}$  denotes per capita GDP/yuan;  $R_{109}$  denotes Hoffman ratio coefficient %.

Environmental governance is to coordinate the management of landscapes, forests, fields, lakes and grasses, and strengthen the improvement of rural human settlements, which is conducive to building a new pattern of rural development in which man and nature coexist harmoniously. Twelves indexes are selected to measure the degree of industry prosperity in this paper. Specifically,  $R_{201}$  denotes the proportion of villages covered by centralized treatment of domestic sewage %;  $R_{202}$  denotes the proportion of villages covered by centralized collection and transportation of municipal solid waste %;  $R_{203}$  denotes the straw treatment coverage %;  $R_{204}$  denotes the per capita green space area / square meter \* person<sup>-1</sup>;  $R_{205}$  denotes the centralized occupancy rate of farmers %;  $R_{206}$  denotes the per capita road area / square metre \* person<sup>-1</sup>;  $R_{207}$  denotes the traffic accessibility;  $R_{208}$  denotes the town street and village (housing) development planning coverage %;  $R_{209}$  denotes the village harmless sanitary toilet coverage %;  $R_{210}$  denotes the comprehensive utilization rate of livestock and poultry manure %;  $R_{211}$  denotes the excellent and good rate of atmospheric environmental quality %, and  $R_{212}$  denotes the per capita environmental protection cost / yuan \* person<sup>-1</sup>.

The index of rural custom civilization is consisting of  $R_{301}$  denotes the number of comprehensive cultural service centers in the village,  $R_{302}$  denotes the proportion of full-time teachers with bachelor degree or above in compulsory education schools %, and

$R_{303}$  denotes the education level of red culture in compulsory education school /%,  $R_{304}$  denotes the proportion of agricultural labor force in senior high school and above /%,  $R_{305}$  denotes the proportion of residents' expenditure on culture and entertainment /%,  $R_{306}$  denotes the number of civilized villages above county level,  $R_{307}$  denotes the average number of years of education per person, and  $R_{308}$  denotes the ecological burial rate /%.

The index system of public services mainly includes the following:  $R_{401}$  denotes the ratio of village committee members per 100 people /%;  $R_{402}$  denotes the per capita public health, social security, sports and sports expenditure per person<sup>-1</sup>;  $R_{403}$  denotes the rate of functional perfection of the focus system of village-level public service /%;  $R_{404}$  denotes the standard rate of items in rural governance /%;  $R_{405}$  denotes the incidence of violations of law and discipline /%;  $R_{406}$  denotes the rate of publicity and integrity of the expenses for going abroad, the purchase and operation of vehicles, and the official reception expenses arranged by the financial allocation at the village level /%;  $R_{407}$  denotes the percentage of villagers participating in the management and construction of village affairs /%, and  $R_{408}$  denotes the villagers know and comment on the people's representatives /%.

Nine indexes are selected to measure the degree of people's livelihood guarantee. Specifically,  $R_{501}$  denotes the number of public kindergartens and staff;  $R_{502}$  denotes the level of medical and health personnel allocation;  $R_{503}$  denotes the express network density/unit \* 10 square kilometers<sup>-1</sup>;  $R_{504}$  denotes the number density of restaurants /unit \* 10 square kilometers<sup>-1</sup>;  $R_{505}$  denotes the bank network density /unit \* 10 square kilometers<sup>-1</sup>;  $R_{506}$  denotes coefficient /%;  $R_{507}$  denotes the sense of acquisition/point;  $R_{508}$  denotes the sense of security/point, and  $R_{509}$  denotes the sense of happiness/point.

## 4 Determination of Evaluation Model

The focus of social governance is at the grass-roots level, and villages and towns, as the most basic implementation unit of social governance in China. This study is based on 124 townships in Yancheng City, Jiangsu Province. In this study, the evaluation index data are obtained mainly through questionnaire survey, web crawler, manual collection and other methods. After standardizing the original data, they all passed the KMO value test and Bartlett sphere test, and the following models were established by principal component analysis and other methods.

### 4.1 Determination of the Level Model of Economic Foundation

First of all, from the results of Table 1, it can be seen that the value of KMO is less than 0.677 and the P value of Bartlett spherical test is 0. It is indicating that the data set is suitable for further analysis (the following four horizontal models have been tested and passed, and in order to avoid redundancy, they will not be given again). The results of principal component analysis on the level of economic foundation are shown in Table 2 and Table 3.

**Table 1.** KMO and Bartlett spherical test of Economic Foundation level

<b>KMO Sampling appropriateness quantity</b>		0.677
Bartlett sphericity test	Approximate chi-square	135.695
	Degree of freedom	36
	Significance	0.000

Based on the weight of the main component of variance contribution rate, the principal component score measurement model of economic foundation level is as follows:

$$F_1 = 1.5356F_{11} + 1.1819F_{12} + 1.0644F_{13} \tag{1}$$

In (1),

$$\begin{aligned}
 F_{11} &= 0.4012R_{101} + 0.15629R_{102} - 0.2370R_{103} \\
 &\quad - 0.4363R_{104} - 0.1609R_{105} - 0.2774R_{106} \\
 &\quad + 0.5066R_{107} + 0.4298R_{108} + 0.1517R_{109} \\
 F_{12} &= 0.2724R_{101} + 0.4366R_{102} + 0.5246R_{103} \\
 &\quad + 0.1286R_{104} + 0.5237R_{105} + 0.1895R_{106} \\
 &\quad - 0.0144R_{107} + 0.2487R_{108} + 0.2674R_{109} \\
 F_{13} &= 0.3128R_{101} - 0.0799R_{102} - 0.2358R_{103} \\
 &\quad - 0.1259R_{104} + 0.2518R_{105} + 0.5928R_{106} \\
 &\quad + 0.1005R_{107} + 0.0592R_{108} - 0.6285R_{109}
 \end{aligned}$$

Note: each  $R_i$  is a standardized value, coefficient = component matrix coefficient /  $\sqrt{\text{Eigenvalue}}$ .

**4.2 Determination of the Level Model of Environmental Governance**

Similarly, the environmental governance level model can be obtained, and the cumulative variance contribution rate and composition matrix of environmental governance level are shown in Table 4 and Table 5.

Taking the variance contribution rate as the main component weight, the principal component score measurement model of environmental governance level is as follows:

$$F_2 = 1.6090F_{21} + 1.2653F_{22} + 1.1194F_{23} + 0.0178F_{24} \tag{2}$$

In (2),

$$\begin{aligned}
 F_{21} &= -0.0827R_{201} - 0.1479R_{202} + 0.0323R_{203} + 0.3642R_{204} \\
 &\quad + 0.2598R_{205} + 0.0926R_{206} + 0.3909R_{207} + 0.3188R_{208} \\
 &\quad + 0.2610R_{209} + 0.4139R_{210} + 0.3741R_{211} + 0.3574R_{212}
 \end{aligned}$$



**Table 3.** Component matrix of economic governance level

First index	Component		
	1	2	3
R <sub>101</sub> (Amount of GDP / 100 million yuan)	0.616	0.322	0.333
R <sub>102</sub> (Number of enterprises with scale and characteristics and the number of OECD)	0.240	0.516	-0.085
R <sub>103</sub> (Number of demonstration family farms)	-0.364	0.620	-0.251
R <sub>104</sub> (Number of high-tech enterprises)	-0.670	0.152	-0.134
R <sub>105</sub> (Market concentration)	-0.247	0.619	0.268
R <sub>106</sub> (Route correlation coefficient of tourist attractions /%)	-0.426	0.224	0.631
R <sub>107</sub> (Number of tourists received by scenic spots)	0.778	-0.017	0.107
R <sub>108</sub> (Per capita GDP /yuan)	0.660	0.294	0.063
R <sub>109</sub> (Hoffman ratio coefficient /%)	0.233	0.316	-0.669

$$F_{22} = 0.5224R_{201} + 0.5137R_{202} + 0.3730R_{203} - 0.0956R_{204} - 0.0285R_{205} + 0.2679R_{206} + 0.0727R_{207} - 0.1739R_{208} - 0.1920R_{209} + 0.1834R_{210} - 0.0166R_{211} + 0.3683R_{212}$$

$$F_{23} = 0.1787R_{201} + 0.0875R_{202} + 0.5575R_{203} + 0.0313R_{204} + 0.2358R_{205} - 0.5405R_{206} + 0.0956R_{207} + 0.2117R_{208} + 0.3716R_{209} - 0.1554R_{210} - 0.2296R_{211} - 0.1796R_{212}$$

$$F_{24} = -0.1179R_{201} - 0.2358R_{202} + 0.2309R_{203} - 0.5119R_{204} + 0.5227R_{205} + 0.3822R_{206} + 0.1425R_{207} - 0.2780R_{208} + 0.1454R_{209} - 0.1906R_{210} + 0.1818R_{211} - 0.0874R_{212}$$

**4.3 Determination of the Level Model of Rural Custom Civilization**

The main component analysis and component matrix results of rural custom civilization level is shown in Table 6 and 7.

Taking the variance contribution rate as the weight of the main component, the measurement model of the main component of rural custom civilization level is:

$$F_3 = 1.6346F_{31} + 1.3319F_{32} + 1.0569F_{33} \tag{3}$$

In (3),

$$F_{31} = 0.4148R_{301} + 0.2973R_{302} + 0.2722R_{303} + 0.4729R_{304} + 0.4197R_{305} - 0.0924R_{306} + 0.3860R_{307} + 0.3297R_{308}$$

$$F_{32} = -0.2493R_{301} - 0.3912R_{302} - 0.5120R_{303} - 0.0743R_{304} + 0.1562R_{305} + 0.1779R_{306} + 0.5023R_{307} + 0.4572R_{308}$$

**Table 4.** Related indicators of principal component analysis of environmental governance level (eigenvalues and variance contribution rate)

Total variance interpretation											
Component	Initial eigenvalue			Extract the sum of squares of load			Sum of squares of rotating load				
	Total	Percentage of variance	Accumulation %	Total	Percentage of variance	Accumulation %	Total	Percentage of variance	Accumulation %		
1	2.589	21.575	21.575	2.589	21.575	21.575	2.051	17.090	17.090		
2	1.601	13.338	34.913	1.601	13.338	34.913	1.544	12.870	29.960		
3	1.253	10.441	45.354	1.253	10.441	45.354	1.475	12.295	42.255		
4	1.036	8.634	53.988	1.036	8.634	53.988	1.408	11.732	53.988		
5	0.984	8.200	62.188								
6	0.828	6.902	69.090								
7	0.798	6.649	75.738								
8	0.712	5.933	81.672								
9	0.666	5.554	87.226								
10	0.613	5.111	92.337								
11	0.522	4.346	96.684								
12	0.398	3.316	100.00								



**Table 5.** Component matrix of environmental governance level

Secondary index	Component			
	1	2	3	4
R <sub>201</sub> (Proportion of villages covered by centralized treatment of domestic sewage /%)	-0.133	0.661	0.200	-0.120
R <sub>202</sub> (Proportion of villages covered by centralized collection and transportation of municipal solid waste /%)	-0.238	0.650	0.098	-0.240
R <sub>203</sub> (Straw coverage rate /%)	0.052	0.472	0.624	0.235
R <sub>204</sub> (Per capita green space / Square metre * person <sup>-1</sup> )	0.586	-0.121	0.035	-0.521
R <sub>205</sub> (Centralized occupancy rate of farmers /%)	0.418	-0.036	0.264	0.532
R <sub>206</sub> (Per capita road area / square metre * person <sup>-1</sup> )	0.149	0.339	-0.605	0.389
R <sub>207</sub> (Traffic accessibility / point)	0.629	0.092	0.107	0.145
R <sub>208</sub> (Town Street and Village (Housing) Development Planning coverage /%)	0.513	-0.220	0.237	-0.283
R <sub>209</sub> (Village harmless sanitary toilet coverage /%)	0.420	-0.243	0.416	0.148
R <sub>210</sub> (Comprehensive utilization rate of livestock and poultry manure /%)	0.666	0.232	-0.174	-0.194
R <sub>211</sub> (Excellent and good rate of atmospheric environmental quality /%)	0.602	-0.021	-0.257	0.185
R <sub>212</sub> (Per capita environmental protection cost / yuan * person <sup>-1</sup> )	0.575	0.466	-0.201	-0.089

$$F_{33} = 0.1296R_{301} + 0.4097R_{302} - 0.2384R_{303} + 0.0634R_{304} - 0.0104R_{305} + 0.8610R_{306} - 0.0889R_{307} - 0.0691R_{308}$$

**4.4 Determination of the Level Model of Public Service**

The public service level principal component analysis and component matrix results are shown in Tables 8 and 9.

Taking the variance contribution rate as the weight of the main component, the main component score measurement model of the public service level is:

$$F_4 = 1.7953F_{41} + 1.4384F_{42} \tag{4}$$

In (4),

$$F_{41} = 0.3777R_{401} + 0.2707R_{402} + 0.2479R_{403} + 0.4306R_{404} + 0.3821R_{405} - 0.0841R_{406} + 0.3515R_{407} + 0.3002R_{408}$$

$$F_{42} = -0.2308R_{401} - 0.3622R_{402} - 0.4741R_{403} - 0.0688R_{404} + 0.1446R_{405} + 0.1648R_{406} + 0.4651R_{407} + 0.4234R_{408}$$

**Table 6.** Analysis of main components of local governance (Eigenvalue and variance contribution rate)

<i>Component</i>	<b>Total variance interpretation</b>					
	<b>Initial eigenvalue</b>		<b>Extract the sum of squares of load</b>		<b>Sum of squares of rotating load</b>	
	<i>Total</i>	<i>Variance percentage</i>	<i>Total</i>	<i>Variance percentage</i>	<i>Total</i>	<i>Variance percentage</i>
1	2.672	33.404	2.672	33.404	2.193	27.418
2	1.774	22.172	1.774	22.172	2.159	26.993
3	1.117	13.961	1.117	13.961	1.210	15.126
4	0.925	11.567				
5	0.581	7.259				
6	0.420	5.245				
7	0.304	3.799				
8	0.207	2.593				

**Table 7.** Matrix of the composition of the local customs governance level

Third index	Component		
	1	2	3
R <sub>301</sub> (Number of village comprehensive cultural service centers)	0.678	-0.332	0.137
R <sub>302</sub> (Proportion of full-time teachers with or above in compulsory education schools/%)	0.486	-0.521	0.433
R <sub>303</sub> (Red culture and education degree in compulsory education schools/%)	0.445	-0.682	-0.252
R <sub>304</sub> (Scale of agricultural labor force in high school and above/%)	0.773	-0.099	0.067
R <sub>305</sub> (Residents' expenditure on culture and entertainment accounts/%)	0.686	0.208	-0.011
R <sub>306</sub> (Number of civilized villages at or above the county level)	-0.151	0.237	0.910
R <sub>307</sub> (Average population years of education/year)	0.631	0.669	-0.094
R <sub>308</sub> (Ecological burial rate/%)	0.539	0.609	-0.073

**4.5 Determination of the Level Model of People's Livelihood Guarantee**

The main component analysis and component matrix results of people's livelihood guarantee level are shown in Table 10 and 11.

The variance contribution rate is regarded as the weight of the main component, and the main component score measurement model of people's livelihood guarantee level is:

$$F_5 = 1.8349F_{51} + 1.4408F_{52} + 1.1675F_{53} \tag{5}$$

In (5),

$$\begin{aligned}
 F_{51} &= -0.1956R_{501} - 0.0670R_{502} - 0.3711R_{503} \\
 &\quad - 0.3613R_{504} - 0.3303R_{505} + 0.0959R_{506} \\
 &\quad + 0.4393R_{507} + 0.4278R_{508} + 0.4414R_{509} \\
 F_{52} &= 0.1555R_{501} - 0.0014R_{502} + 0.4636R_{503} \\
 &\quad + 0.4636R_{504} + 0.3616R_{505} + 0.0493R_{506} \\
 &\quad + 0.3540R_{507} + 0.383R_{508} + 0.3741R_{509} \\
 F_{53} &= 0.6150R_{501} + 0.6587R_{502} - 0.1388R_{503} \\
 &\quad - 0.1576R_{504} + 0.0120R_{505} + 0.3769R_{506} \\
 &\quad + 0.0197R_{507} + 0.0120R_{508} + 0.0231R_{509}
 \end{aligned}$$



**Table 9.** THE PUBLIC SERVICE LEVEL COMPOSITION MATRIX

Fourth index	Component	
	1	2
R <sub>401</sub> (Ratio of village committee personnel per 100 people/%)	0.678	-0.332
R <sub>402</sub> (Per capita public health, social security, cultural and sports expenditure/Yuan * People <sup>-1</sup> )	0.486	-0.521
R <sub>403</sub> (The rate of functional perfection of the focus system of village-level public service /%)	0.445	-0.682
R <sub>404</sub> (Standard rate of items in rural governance /%)	0.773	-0.099
R <sub>405</sub> (Incidence of violations of laws and disciplines/%)	0.686	0.208
R <sub>406</sub> (The rate of publicity and integrity of the expenses for going abroad, the purchase and operation of vehicles, and the official reception expenses arranged by the financial allocation at the village level /%)	-0.151	0.237
R <sub>407</sub> (The percentage of villagers participating in the management and construction of village affairs /%)	0.631	0.669
R <sub>408</sub> (Villagers 'understanding and evaluation of the people's representatives/%)	0.539	0.609

**Remark:** The evaluation of social governance in the background of rural revitalization is a complex issue, and it is difficult to choose the evaluation index. This study gives full play to the advantage of principal component analysis to simplify the selection of indicators, eliminate the interaction between indicators, find out the common factors of evaluation indicators, and form a simple, scientific and reasonable evaluation model. The five sub-models constructed in this study are convenient to objectively evaluate the social governance under the background of rural revitalization and form a ranking list. Of course, due to the relatively vague interpretation of the actual meaning of the principal components, it is necessary for more front-line workers of rural governance to participate in the evaluation work and explore deeper research conclusions.

**Table 10.** Relevant indicators of the main component analysis of people's livelihood guarantee level (Eigenvalue and the variance contribution rate)

<b>Total variance interpretation</b>											
<i>Component</i>	<b>Initial eigenvalue</b>			<b>Extract the load square sum</b>			<b>Rotary load square sum</b>				
	<i>Total</i>	<i>Variance percentage</i>	<i>Accumulation %</i>	<i>Total</i>	<i>Variance percentage</i>	<i>Accumulation %umul</i>	<i>Total</i>	<i>Variance percentage</i>	<i>Accumulation %umul</i>		
1	3.367	37.415	37.415	3.367	37.415	37.415	2.833	31.481	31.481		
2	2.076	23.063	60.478	2.076	23.063	60.478	2.585	28.726	60.207		
3	1.363	15.140	75.618	1.363	15.140	75.618	1.387	15.411	75.618		
4	0.947	10.520	86.138								
5	0.612	6.800	92.938								
6	0.426	4.733	97.671								
7	0.130	1.445	99.116								
8	0.073	0.814	99.929								
9	0.006	0.071	100.00								

**Table 11.** Relevant Matrix of the components of the level of people's livelihood Guarantee

Fifth index	Component		
	1	2	3
R <sub>501</sub> (Number of public kindergartens and employees)	-0.359	0.224	0.718
R <sub>502</sub> (Allocation level of medical and health personnel)	-0.123	-0.002	0.769
R <sub>503</sub> (Express network density/unit* 10 square km <sup>-1</sup> )	-0.681	0.668	-0.162
R <sub>504</sub> (Restaurant quantity density/unit* 10 square km <sup>-1</sup> )	-0.663	0.668	-0.184
R <sub>505</sub> (Bank network density/unit* 10 square km <sup>-1</sup> )	-0.606	0.521	0.014
R <sub>506</sub> (Engel coefficient/%)	0.176	0.071	0.440
R <sub>507</sub> (Sense of acquisition/point)	0.806	0.510	0.023
R <sub>508</sub> (Sense of security/point)	0.785	0.552	0.014
R <sub>509</sub> (Happiness/point)	0.810	0.539	0.027

## 5 Conclusions

The vitality of the social governance evaluation system under the background of rural revitalization lies in the application of the evaluation results, it is also the evaluated performance. Through the established evaluation indicators, on the one hand, it is expected to objectively reflect the timeliness of the current rural revitalization; On the other hand, it is hoped that through some scientific statistical methods, we can discover the inherent relationship in the implementation of the rural revitalization strategy, find the direction of efforts for each sample location in the vertical direction, analyze the differences between different sample locations in the horizontal direction, and summarize the implementation experience.

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