Research on Public Service Quality with Artificial Intelligence Technology

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Abstract. With the rapid development of information technology and economic level in modern society, civil society has opened up the era of intelligence, among which artificial intelligence technology provides opportunities and possibilities for the development of public services in the new era, which can meet the growing and diverse needs of people for social public services. However, the dilemma of improving the quality of basic public services in China still exists. This paper presents a brief analysis of the role and application of artificial intelligence in the field of public services and an empirical analysis of the impact of artificial intelligence in the field of public services using Stata. We hope to provide reference for future work related to intelligent public services and to better promote the progress and development of public services.

Keywords: Artificial Intelligence · Intelligence · Public Service · Empirical Analysis

1 Introduction

Public service is a reflection of high social participation. The social problems that emerge in each era show a higher pursuit of public services, which are closely related to social patterns, etc., in addition to the constraints imposed by the level of economic development. The emergence of artificial intelligence has greatly reduced the workload and work difficulty of the original professional staff. The Guidance of the State Council on Actively Promoting "Internet+" Action issued by the government clearly states that it should focus on developing Internet platforms and promoting the intelligent development of modern social public services [1]. In recent years, artificial intelligence technology has been constantly updated and advanced, and a large number of new systems have been developed as technical support for the implementation of public management, which has, to some extent, enhanced the dynamics of the quality of government public services, improved the effectiveness of government public services, and deepened the theme of the public nature of government public services. Therefore, artificial intelligence technology is an important force for promoting the intelligence of public services and establishing smart cities, as well as an important trend for the future development of public services.

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2 Related Concept Definition

2.1 The Meaning of Artificial Intelligence

Professor Wilton of MIT defines artificial intelligence as the study of how to use intelligent devices (computers) to do intelligent work that only human beings could do in the past. Specifically, in the field of computer science artificial intelligence has three main basic elements, respectively, data, algorithms and computing power [2]. Data is the core of public service intelligence, the diversity of data sources, the richness of applications, and the smoothness of data channels and the state of the environment provide a constant source of power for the development of public service intelligence. An algorithm is an accurate and systematic description of the solution to a problem, the purpose of which is to give clear instructions for the solution of the problem. It is a descriptive strategy mechanism in technology. Finally, the arithmetic power of a computer is the ability to solve algorithm implementations using chip technology [3]. In recent years these three elements in their respective fields have been rapidly enhanced and developed, which makes artificial intelligence once again on the tide.

2.2 The Concept of Public Service

Public service refers to the process of providing basic public goods such as education, medical care, and social security to the public by governmental and non-governmental organizations and other public organizations authorized by the government. Public service has two signature characteristics: first, it is non-exclusive, meaning that public services are provided for the entire public; second, it is non-competitive, meaning that public organizations do not compromise the overall interest in providing services to the public because of individual factors [4].Government public services emphasize the service characteristics and the protection of citizens' rights. On this basis, this paper focuses on public service under artificial intelligence technology, emphasizing how intelligent public service can use its advantages to bring tangible public goods and intangible public services to society at large. The process of public service should be universal and fair, and every citizen of society should be able to enjoy public service. The provision of public services is generally determined by the values of social justice and equality, and all people can enjoy public services to the same extent.

3 The Role of Artificial Intelligence in Public Services and the Current State of Development

3.1 The Role of Artificial Intelligence in Public Service

Artificial intelligence technology plays a role in intelligent public services as a bridge between the information and work of various government departments, so that the traditional back-end governance mode of the government has changed to the front-end governance mode. The use of artificial intelligence technology in public services has transformed the original cumbersome and complicated business procedures into online services, enhanced the relevance and initiative of public services, and promoted business

communication and interaction between citizens and the government. The development and application of artificial intelligence technology in public services has broken through the traditional model, helping to improve the motivation and service quality of public services, and increasing the effectiveness of government governance.

3.2 The Current State of Development of Artificial Intelligence in Public Services

In recent years, artificial intelligence has gradually changed the operation mechanism of modern society, and in the field of public administration, it has mainly changed the process and results of public services provided by the government. In the past, the government generally used social research, field visits, letters from the public, online hotlines and other basic survey means to grasp the public needs and realistic demands of citizens. In the era of artificial intelligence, intelligent means not only improve the efficiency and quality of public services, but also close the communication distance between the government and the public. In fact, the degree of research and development of artificial intelligence and the development trend of the basic conditions in technology for the supply of public services and demand for power to support the upgrade and transformation of artificial intelligence is mainly through accurate and intelligent identification of public demand information, and intelligent assistance to the main public service decision-making process, real-time tracking and evaluation and intelligent feedback on the effectiveness of public services, to provide technical support for public services [5].

At present, China's "smart government" construction pace is moving forward, the General Office of the State Council Government in the issuance and implementation of the national "new generation of artificial intelligence development plan" outline also clearly put forward China's artificial intelligence technology application research and industrial development research in a number of key directions planning and planning [6]. The report of the Fourth Plenary Session of the Nineteenth Central Committee of the Communist Party of China clearly proposed to gradually integrate the new generation of network information technology, big data and information technology, artificial intelligence technology and other new generation of information technology into the management of social public services at various stages of development, requiring the state to make some new era of policy planning and guidance on the comprehensive construction of a new digital government system, and increase the open sharing of information resources and information security protection. In the meantime, we need to make some new-age policy plans and guidelines for the comprehensive construction of new digital government system, and increase the open sharing of information resources and information security protection. At the same time, the new public service theories supported by artificial intelligence technologies are increasingly used in the practice of achieving public interests.

4 An Empirical Study of the Impact of Artificial Intelligence Technologies on Public Services

Panel data of 31 provinces (districts and cities) in China are selected for the empirical study.

4.1 Model Construction

To reveal the relationship between AI technologies and public service levels by excluding the effects of factors such as interaction terms, control factors were added and a panel data model was constructed (ti: status of each indicator for city i = 1, 2,…, n in year t):

$$PE_{ti} = a_0 + \beta_1 AI_{ti} + \beta_2 AO_{ti} + \beta_3 GDP_{ti} + \beta_4 FDI_{ti} + \beta_5 INF_{ti} + \beta_6 PS_{ti} + \varepsilon_{ti} \quad (1)$$

$$MH_{ti} = a_0 + \beta_1 AI_{ti} + \beta_2 AO_{ti} + \beta_3 GDP_{ti} + \beta_4 FDI_{ti} + \beta_5 INF_{ti} + \beta_6 PS_{ti} + \varepsilon_{ti} \quad (2)$$

$$PC_{ti} = a_0 + \beta_1 AI_{ti} + \beta_2 AO_{ti} + \beta_3 GDP_{ti} + \beta_4 FDI_{ti} + \beta_5 INF_{ti} + \beta_6 PS_{ti} + \varepsilon_{ti} \quad (3)$$

$$SS_{ti} = a_0 + \beta_1 AI_{ti} + \beta_2 AO_{ti} + \beta_3 GDP_{ti} + \beta_4 FDI_{ti} + \beta_5 INF_{ti} + \beta_6 PS_{ti} + \varepsilon_{ti} \quad (4)$$

4.2 Indicator Selection

The indicator variables and evaluation criteria are shown in the Table 1

Table 1. Indicator selection

Variables	Index	Metrics
Dependent variable	Public Education (PE)	Elementary school teacher-student ratio
	Medical Health (MH)	Number of beds in medical and health institutions per 1,000 people
	Public Culture (PC)	Number of books per capita in public libraries
	Social Services (SS)	Number of elderly beds per 1,000 elderly people
Independent variable	Artificial Intelligence Technology Input (AI)	Intensity of investment in research and experimental development by region
	Artificial Intelligence Technology Output (AO)	Number of patent applications per 10,000 people by region
Control variable	Economic level (GDP)	Gross Domestic Product
	Openness level (FDI)	Foreign Direct Investment
	Infrastructure (INF)	Urban road space per capita
	Population Size (PS)	Number of population at the end of each year

Table 2. Descriptive statistics by variable

Variable Name	Sample size	Average	Standard error	Min.	Max.
PE	155	16.190	2.25	11.26	19.87
MH	155	8.930	2.04	5.30	17.53
PC	155	0.710	0.52	0.25	3.26
SS	155	28.860	10.03	8.20	64.95
AI	155	0.240	0.19	0	1.00
AO	155	0.204	0.22	0	1.00
GDP	155	0.270	0.23	0	1.00
FDI	155	0.150	0.20	0	1.00
INF	155	0.550	0.21	0	1.00
PS	155	0.370	0.25	0	1.00

4.3 Research Design

The collected sample data were processed using Stata software. The data were normalized to control the values between 0 and 1 in order to eliminate the problem of the magnitude of the independent variables and to guarantee the comparability between the variables. Table 2 shows the descriptive statistics of all variables:

4.4 Analysis of Empirical Results

Using Excel software to organize the data and import them into Stata, regression analyses were conducted for each of the four dimensions of public services according to the following treatments: first, fixed-effects regression analyses were conducted; second, on the basis of the first step, time effects were controlled for regression analyses; third, on the basis of the first step, control variables were added for regression analyses; fourth, on the basis of the first step, both Fourth, on the basis of the first step, both time effects and control variables are added for regression analysis. Accordingly, 16 models can be obtained, named as model 1, model 2,…, model 16, and the results are shown in Table 3.

1) Public Education Dimension (The regression results of models 1–4 show that): In the fixed effects model, AI technology inputs have a relatively significant negative effect on the public education dimension, and there is no significant effect of AI technology outputs on the public education dimension. The results had no effect whether or not the time effect was controlled for or the inclusion of control variables.
2) Health Care Dimension (The regression results of models 5–8 show that): In the fixed-effects model, AI technology inputs have a significant positive impact on healthcare, and AI technology outputs do not have a significant impact on healthcare. After controlling for time effects, the impact of AI technology inputs on health care is more significant and the model goodness-of-fit increases slightly. After both controlling for time effects and adding control variables, the significance of the effect of AI technology inputs on healthcare increases significantly.

Table 3. Basic regression analysis

Public Services	Models	AI	AO
Public Education	*Model 1*	-4.031[3)] (2.271)	0.151 (1.032)
	Model 2	-5.063[3)] (2.565)	-1.194 (1.367)
	Model 3	-5.448[2)] (2.434)	-0.341 (1.393)
	Model 4	-5.951[2)] (2.591)	-0.924 (1.448)
Medical Health	*Model 5*	7.259[3)] (3.836)	0.906 (0.944)
	Model 6	5.844 (3.782)	-2.061 (1.261)
	Model 7	6.397 (4.122)	-1.357 (1.972)
	Model 8	6.233[3)] (3.480)	-1.588 (1.537)
Public Culture	*Model 9*	0.213 (0.284)	0.856[1)] (0.135)
	Model 10	-0.114 (0.282)	0.535[1)] (0.139)
	Model 11	0.034 (0.301)	0.431[2)] (0.158)
	Model 12	-0.061 (0.290)	0.464[1)] (0.130)
Social Services	*Model 13*	-4.349 (19.850)	8.780 (10.190)
	Model 14	6.696 (26.140)	9.890 (13.750)
	Model 15	-25.600 (19.850)	23.820 (12.610)
	Model 16	-16.030 (19.510)	14.480 (14.220)

a. 1), 2), and 3) are city clustering robust criteria errors,denotes 1%, 5%, 10% respectively.

Public Services	Models	Fixed Effect	Time Effect	Control Variables	N	R^2
Public Education	*Model 1*	√	×	×	155	0.036
	Model 2	√	√	×	155	0.112
	Model 3	√	×	√	154	0.072
	Model 4	√	√	√	154	0.138
Medical Health	*Model 5*	√	×	×	155	0.046
	Model 6	√	√	×	155	0.178
	Model 7	√	×	√	154	0.069
	Model 8	√	√	√	154	0.216
Public Culture	*Model 9*	√	×	×	155	0.651
	Model 10	√	√	×	155	0.787
	Model 11	√	×	√	154	0.745
	Model 12	√	√	√	154	0.802
Social Services	*Model 13*	√	×	×	155	0.010
	Model 14	√	√	×	155	0.135
	Model 15	√	×	√	154	0.154
	Model 16	√	√	√	154	0.266

3) Public culture dimension (The regression results of models 9–12 show that): Artificial intelligence technology output has a significant positive impact on public culture, and artificial intelligence technology input does not have a significant impact on public culture. After controlling for time effects, the model fit superiority is improved. After adding control variables, the significant level of impact of AI technology output on public culture decreases slightly. After both controlling for time effects and adding control variables, the impact of AI technology output on public culture remains significant, and the model goodness of fit increases slightly.
4) Social service dimension (The regression results of models 13–16 show that): The effect of artificial intelligence technology on social services is not significant. After controlling for time effects, the model fit superiority improves. The significance of the effect of AI technology output on social services increases after adding control variables. Significance did not change after controlling for both time effects and adding control variables.

4.5 Conclusions of the Empirical Analysis

The basic regression results show that AI technology can contribute to the improvement of public services in smart cities.

5 Challenges of Public Service Quality Improvement with Artificial Intelligence

Through the analysis of concepts, roles and impacts, it can be understood that in the social environment of rapid development of information technology, artificial intelligence as an important tool to assist the implementation of public services has been put forward higher development requirements, and intelligent public services to adapt to social development and the individual needs of the public also face many challenges.

5.1 The Role of "SERVANt" of the Government Has not Been Accurately Defined

The specific blind spot in the traditional governmental approach to public affairs governance is the domination of social information and resources, with the governmental organization as the sole management subject and the public as a minor supporting role in the process of public management [7]. Before New Public Management theory was proposed, most public administration experts positioned the role of government as "paddler" and "helmsman", and placed the role of "servant" in an unimportant position, which led the government to value the leadership function over the service function in the process of governance. If the government does not fundamentally change the concept of governance, artificial intelligence technology can only be used as an auxiliary tool for public services, and it is difficult to play its important role, so that the efficiency of public services and public interests can hardly be effectively improved.

5.2 Administrative System Reform Failed to Follow up Steadily

Due to the high level of integration of intelligent technology in social governance, the government, as the main body of public management and public services, has been struggling to keep up with the pace of governance reform in its administrative system. At present, China's government is lagging behind in reforming its flat system, and the hierarchical bureaucratic administrative model is still difficult to overcome, which makes it difficult for the government to reform the traditional administrative system and organizational form and form a new governance concept [8]. When using artificial intelligence technology to promote the reform of governmental governance concept and administrative system, it is necessary to protect the public interests of the people to the greatest extent, and to innovate the administrative system and operation mechanism to adapt them to the new technological revolution and social needs. The changes in the management organization concept of administrative agencies, the changes in the administrative system of government agencies, and the changes in the management organization methods of administrative agencies are mutually influencing, synergistic and advancing. If the future government system still maintains the previous administrative bureaucracy model, then artificial intelligence technology will never be able to provide a qualitative leap in the efficiency of government public management services. Therefore, in order to truly realize the common social and economic interests of all citizens, it is all the more necessary to completely transform the current inefficient government administrative system in China.

5.3 Low Sense of Responsibility and Participation of Citizens

In public policy theory, citizens' lack of responsibility and participation in the process of policy formulation and implementation can affect the effectiveness of policy implementation. In contrast, in the new public service theory, communication and interaction between the public and public organizations and between the public and the public can improve public motivation and common sense. The expression of public interest is the basic premise for the realization of public interest, and the public can fundamentally promote the formation of public interest only by accurately expressing personal interest. Therefore, a weak sense of public responsibility and participation will make it difficult for intelligent public services to position their policy goals and for AI to play its technical role in public services. At the same time, if the government and other public organizations fail to fully absorb the public's interest demands, it will be difficult to formulate policy solutions suitable for the development of intelligent public services, resulting in poor policy implementation and to some extent causing damage to other citizens' interests.

5.4 The Development of the Artificial Intelligence Field is not Balanced Enough

Since the 21st century, China has breached the Internet technology, artificial intelligence technology in the field of information technology such as challenges, and the corresponding results, especially on the 5G technology has reached the world's leading

position in China [9]. However, in the modern society with rapid development, information technology should continue to upgrade and develop, accept new challenges and gradually mature. At present, although our country has certain research results in the field of artificial intelligence, compared with other developed countries, there is still a lot of room for growth. First, the developed countries that started earlier in the field of information technology have occupied the leading position, blocked the key technical information, and monopolized the advanced information technology elite. Therefore, in the process of developing artificial intelligence technology, the lack of core technical information and advanced intelligent talents brings obstacles to the progress of Chinese artificial intelligence. Second, the current development of artificial intelligence in our country tends to be applied to practice, the lack of basic theoretical research. This is because the market demand in the field of business in China pay more attention to the benefits of artificial intelligence technology value, so in the case of in-depth study of artificial intelligence theory is introduced into the market. In the development of artificial intelligence technology, the algorithm is a key element to support the development of it, but at present, the basic elements of artificial intelligence algorithm fails to get good development, center of gravity bias application level will only make our information technology gap with developed countries, more and more big. Third, our country there is no specialized study of artificial intelligence management, lacking on the policy level, and lack of efficient specialized talent training mechanism of artificial intelligence, make our country a terrible shortage of professional talents in the field of artificial intelligence.

5.5 Digital Divide Hinders Effective Quality of Public Services

The phenomenon of digital divide is a social phenomenon of huge digital difference and incomplete equality of information between the average possession and reasonable use of information resources, which reflects the essence of a certain incomplete balance of information penetration and information use between various new information and communication technologies mainly represented by network technology. In a modern social system, there is often a certain degree of social digital divide among various social interests such as government, enterprises and individual citizens, which often appears not only within each social interest but also within the same social interest. In the era of artificial intelligence, citizens need to master the basics of information technology, which is required to prevent the public data resources and public information information held by government departments or other public institutions from being monopolized by the government, and citizens are generally disadvantaged in information and cannot effectively communicate their needs. In addition, due to the differences in economic, political, and cultural environments between regions and the lack of information sharing among different regional governments and levels of government, “information silos” are created between regional governments and departments of the same regional government, which leads to deviations in policy implementation and makes it difficult to improve the quality of public services because the government does not have a comprehensive understanding of the policy environment for intelligent public services.

6 The Path of Improvement and Innovation of Public Services in the Era of Artificial Intelligence

The implementation of public services in the era of artificial intelligence requires a suitable environment, and the joint efforts of the government and citizens can optimize the quality of public services, and multi-perspective analysis can help the improvement and development of intelligent public services.

6.1 Change the Governance Concept and Improve the System

After the application of artificial intelligence technology in the field of government public management services, government departments should also gradually speed up their transition to modern service-oriented government. The public management service function is one of the basic tasks of the whole government administration, and in the field of public management service function, its core function is to provide public services for citizens and help them to realize the expression of their interests. Therefore, the government should position itself as a "service provider" and guide the artificial intelligence embedded in intelligent public services, so as to achieve the target in the services. On the other hand, the government should, to a certain extent, provide a platform for the public to participate in the discussion of intelligent public service construction and policies, and protect the rights of citizens to participate in public affairs by law. At the same time, the government should strengthen intelligent publicity and education to consolidate the people's position as the main body in realizing public interests. On the one hand, the government should establish a sound system operation mechanism. It should build a supervision mechanism for multiple subjects, improve the accountability mechanism of power, and create legal boundaries for the policy of embedding AI technology in public services.

6.2 Reinventing Organizational Structures and Innovating Government Processes

The construction of service-oriented government is mainly based on the reform of organizational structure. All administrative elements in the existing administrative structure system should be analyzed systematically and comprehensively, so that after the reorganization, the macro level can be more adaptable to the modern government organizational environment and meet the requirements of scientific governance; on the micro level, the division of functions is clear so that horizontal information communication is smooth and vertical communication is timely and accurate. On the one hand, we should actively promote the development of local government hierarchy to flattening. In the process of flattening government, the use of big data technology and blockchain technology can more effectively simplify the internal information exchange procedures among various government levels, improve the efficiency of information transmission, and reduce the distortion rate. On the other hand, artificial intelligence technology can be used to change the traditional administrative process, promote the informatization, intelligence and collaboration of the administrative process, realize the sharing of government information,

common construction and governance, and promote the construction of a common life community for the government process, so that people can better understand the operation of the government and its operation mechanism, and participate in governance more effectively.

6.3 Foster a Sense of Responsibility and Increase Public Participation

In the era of artificial intelligence, citizens' awareness of participation and responsibility is particularly important. The government should play the main role of public service, popularize the information technology knowledge required in the age of artificial intelligence, and provide the public with modern and intelligent public service concept education. Since the public interest is a collection of individual needs of all citizens, the lack of public spirit and public participation will lead to a weak sense of political participation, which will hinder the realization of public interest. On the contrary, if the public has a unified sense of common responsibility, the path to the realization of the public interest will be smooth. Since artificial intelligence technology has advanced means to grasp group cognition and psychological changes, it is possible to use artificial intelligence technology to count the group characteristics, group cognition, and individual needs for public services of the public [10]. In this way, we can meet the requirements of each citizen for the development of public services and improve the quality of intelligent public services as a whole.

6.4 Cultivate AI Talents and Improve Service Ability

To solve the talent dilemma, the following breakthroughs can be made: First, China's higher education system shoulders the task of building a global high-level talent training system in the field of artificial intelligence. The further exploration and improvement of the international pathway system requires the joint study and exchange with excellent artificial intelligence universities at home and abroad, and the sharing of valuable experience and results obtained from overseas exchange and study. Based on our valuable experience of overseas exchange and study, we will fully consider China's specific national conditions and explore a path of intelligent talent training that suits China's national conditions and social development needs. Second, the state should encourage Chinese universities to build artificial intelligence research institutions independently by means of financial subsidies, talent introduction and policy support, and support artificial intelligence research in universities from both scientific and technological research and talent policies. Although the rapid development of artificial intelligence technology in recent years has gradually entered some key domestic science and technology fields, in a "no man's land", but its related fields of security risk prevention and early warning mechanism research and the formulation of relevant norms are still relatively backward, so it is necessary to strengthen the construction and development of functional science and engineering disciplines [11]. Third, the "New Generation of Artificial Intelligence Development Plan" issued by The State Council is the basic guideline for training artificial intelligence technology talents. The government should not only support and guide the research of artificial intelligence in colleges and universities, but also introduce preferential policies of financial support, tax reduction and support enterprises to further

study the theoretical knowledge of artificial intelligence algorithms. Thus, the focus of China's artificial intelligence development changes from application to theory [12].

6.5 Eliminate the Digital Divide and Reflect Social Sharing

In addition to developing information technology and cultivating skilled personnel, bridging the digital divide also requires improving the technical capacity of relevant departments as well as popularizing and educating citizens about information technology. As a policy maker, the government needs to carry out top-level design and overall planning, and regulate the intelligent quality training of civil servants and information technology knowledge education in the form of laws. The government and AI-related departments should introduce AI elites with information skills as the basic index and intelligent innovation ability as the core index, and regularly carry out professional training on information skills to consolidate and improve the professional ability of technical talents. For the society and citizens, the government should increase the investment in education in the relatively backward areas of intelligence, and provide citizens with sufficient and complete information technology knowledge and skills training. At the same time, it should enhance the knowledge connection and information sharing among different regions and classes, and promote mutual communication among citizens. In the era of artificial intelligence, the new public service theory emphasizes that efficient sharing of data and information is conducive to maximizing the public interest, thereby bridging the digital divide.

7 Conclusion

Public service business with economic development and technological progress, the demand for artificial intelligence technology will be more abundant, Engels said "once society has a technical need, then this need will be more than ten universities to bring science forward". Thus, it seems that the public service business demand for intelligence is the core driving force for the rapid development of artificial intelligence in the field of public services. In summary, artificial intelligence technology in the field of intelligent public services not only provides new ideas for the transformation of government functions, but also provides new options for the public to personalize public services. At the same time, we should pay attention to the initiative of human beings themselves to provide a broader development model for intelligent public services, so that the development of artificial intelligence can promote the progress of human society and the optimization of public service quality.

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