

The Opportunities and Challenges of Government Governance against the Background of “Internet +”

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Abstract—The proposal of “Internet +”enhanced the rapid development of mobile Internet, cloud compute, Internet of things and mega data, which changed governments’ typical governance and operation environment. Therefore, governments’ administration pyramid isn’t suitable for the flat development of society in this mobile Internet time. Against the background of “Internet +”, the socialization of government governance, the personality and variety of participant, the role which government played and the role conversion of government in the process of governance, all of them are facing new requirements and demands. This thesis will specifically analyze the challenges and opportunities that government governance met against the background of “Internet +” and will offer a thinking and understanding basis for the carrying out of “Internet + Government”.

Keywords—Internet +; government governance; opportunities; challenges

I. THE OPPORTUNITIES OF GOVERNMENT GOVERNANCE AGAINST THE BACKGROUND OF “INTERNET +”

With the arriving of Internet time, the proposal and start-up of “Internet +”provided opportunities for all works of life in society, including departments in government. Through the application of new ideals of Internet and new technologies that provided by Internet, we could discover the new requirements, which are more suitable for the government administration in the Internet age. Then, we could improve the ability of government administration and speed up modernization process.

A. The Low Costs of Government Governance

There are two advantages of the development and application of Internet technologies. First of all, it could change typical number-based strategies and enormously reduce the middle layer of government administration and organization scale. It could optimally perform the knowledge and skills of executive staff, enhance working efficiency and reduce the payment and expense that government paid to executive staff, which finally could greatly decrease the costs of government administration. Secondly, it makes online office possible for governments in different regions, even in foreign countries. What’s more, it could realize resources sharing, including the sharing of information, human resources, knowledge, innovation methods, advanced management methods, administration systems and administration concept and perception. In addition, it can reduce the redundant building and the waste of visible resources and could connect government

administration system organically with outside society, realize the resources sharing of the entire society and greatly decrease the costs of government governance activities and social activities.

B. The Intelligence of Government Governance

One of the most negative factors of traditional government administration is its static and prolonged feature. Even though there are some dynamic administration methods, their high costs and defective technologies make these methods difficult to be carried out. Against the background of “Internet +”, its timely, thorough, automatic and smart management to information enable timely feedback of administration activities and cooperation activities in every layers, professions and processes to become possible, along with synchronous supervision. Therefore, the Internet makes the quick-response intelligence administration of government possible. The public administration of government mainly relies on knowledge and intelligence, so the core of administration is knowledge and innovation. “Internet +” provided new thinking patterns and methods for the smart governance of governments.

C. The Socialization of Government Governance

With openness of the Internet, the governance of governments is no longer a unilateral and monopolistic activity. The decision and governance activities of government will more focus on democracy and the openness of political affairs. Through Internet and government website, government could openly communicate and exchange with citizens, which makes the administrated participation of citizens become reality. Citizens could not only take part in various discussions of departments in governments, but also could express their own opinions and advices and participate in the government governance. For instance, the “mini-major” WeChat public platform in Jiangmen municipal government has officially opened to the public, which could provide citizens with 24-hour actual time and “personal assistance” that could offer citizens opportunities to communicate with governments and to express their requirements. “Mini-major” is able to respond to any advices and requirements that proposed by citizens. Therefore, major can exist in everywhere of the city and citizens can communicate with major 24 hours a day. Therefore, through Internet, with the openness of government governance, citizens could contact with specific administration department or executive officers and supervise the administration process whenever necessary. Obviously, through the expansion of citizen participation,

the government governance has organically interacted with social general system against the background of “Internet +”.

D. The Democratization of Government Governance

Democracy is the natural power of citizens. The development of the Internet makes more and more citizens become netizens. They participate in commercial activities, exchange letters and opinions and discuss question on line. And the participation sense and democracy awareness become increasingly strong. There are even appearing online group, online organization, online vote, online participation and online politics. The trend that the public express their opinions to the fundamental policies and supervise the force of state is inevitable. It is impossible for government to prevent citizens from expressing their intentions and protecting their own rights. What they can do is to respect citizens’ will and to administrate democracy. The enforced administration method will no longer make any senses. The act of government, from decision-making to execution, and the act of leading, including the election of leaders, has to open to the public, absorb citizens’ participation and listen to the public. Therefore, governments have to be responsible with rule of law and have to proceed with decentralized administration and agency administration. For example, the public can reveal their feelings through the Internet on the events, such as “department of putian” event and “Leiyang event”, with the supervision of government. The pressure that citizens imposed on government enable government to handle and expose the entire events and to consciously accept the supervision from the public.

II. THE CHALLENGES THAT GOVERNMENTS HAVE TO FACE AGAINST THE BACKGROUND OF “INTERNET +”

As governments grasp the opportunities that “Internet +” brought us, we should also possess a clear understanding of its challenges, that is, the allover impact it exert on the thinking perception, system and methods, which pave the thinking and understanding way for the carrying out of “Internet + Government”.

A. The Challenge to the Thinking Perception of Government

First of all, the challenge to the governance thinking of government. In the “Internet +” age, the increase of data collection canals, the decrease of process costs and the refinement of social division of labor make a more over-all social development become possible and feasible. Nevertheless, governments have to face the situation that a great deal of false and inaccurate information mixed with true information and information explosive growth, when they enjoy the thorough and overall information that Internet brought us. The data amount that governments have to process is increasing with each passing days. How to distinct true information from false and inaccurate information, to and discover useful information from

confusing information are a big challenge for government in the aspect of data discovery, filtration, analysis and usage. What’s more, the challenge to the service awareness of government? The appearance and application of “Internet +” expanded the canal that government swiftly obtain the requirements and demands of the public and formed a platform by which citizens could obtain services directly, which changed the service patterns and awareness of government that citizens obtain services have to go through layers of inspection and examination. However, it also increased the difficulty of offering service and the scale, formation and extent of service that governments have to offer are greatly bigger than the past. The services that offered by government will never focus on a certain group of people but individuals. Through the large-scale personalized services, the demands of every individual can be satisfied. At the same time, although there are multiple and convenient ways for citizens to express their requirements and to participate in social public administration, it also led to the disorder and excess of social participation. Therefore, how to innovate public service and increase the innovative participation awareness of citizens will become the next challenge for government in the “Internet +” age.

B. The Challenge to Governance System of Government

The challenges to government governance system mainly include two aspects. Firstly, the structure of government functions. The current government functions include economic adjustment, market supervision, social administration, public service and ecological culture construction. Under the influence of “Internet +”, all walks of life are converted their concentration to Internet space. With the trend of rapid development of Internet economy and integration of all fields of society, the change of economic basis will inevitably lead to the adjustment change of superstructure, including government function structure. Therefore, it would be necessary for government to transfer their functions on the Internet. That is to say, to adjust the environment change of “Internet +”, to form an innovative function and to transfer the government functions to virtual Internet space are very urgent problems. The constitution of government institution. In this “Internet +” age, the streamline working methods would become mainstream and the net-shaped organization structure would become the principal situation. What’s more, the new organizations that formed by people with same wills and habits are springing up, by which individuals could dedicate to different groups and fully taking advantage their talents. As there are many unnecessary bureaucracy, regulations and rules, the government have to adjust to the requirement of “Internet +” and satisfy the demands that “internet +” have to mingle with all walks of life, which propose a higher requirements for government to rebuild government structures.

C. The Challenge to the Governance Methods of Government

The rough challenges governments met include: First of all, in the opening and interacting environment, all kinds of organizations and citizens are demanded to cooperate with each other, which make the guarantee of all kinds of organizations and citizens 's the right to know, the right of supervision, the right of freedom of information, the right of basic public service and the transportation safety become the key duty of governments and also make the openness of information and all sorts of data and usage of all kinds of administration and application become necessary basis. These key duties and essential basis are inevitable choice for government accurate perception, the enhancement of citizens' awareness, the increase of public service demand, online trade behaviors and democracy appealing and essential demands for online office and the interaction with citizens. In addition, there are big gap between the ideal administration methods which is able to realize vertical , horizontal and multiple administration and the real operation methods in which there are lots of unnecessary bureaucracy ,inflexible rules and regulations .There are lots of layers and departments in the process of the operation of bureaucracy . And it is unilateral, that is to say, based on the authority of subject of administrative, the release of orders and the making and carrying out of policies are all unilateral. The construction service-oriented government should focus on public benefit ,over come the vertical and horizontal barriers existing in subject of administration and domestic obstacles and resolve outside problems including the asymmetric information between subject of administration and the public, finding ways to sharing and governance and the methods and ways to competition and cooperation. Based on the removal of enforced administration, government should build up a multiple governance platform and formed a plat and equal governance organization. Taking advantage of multiple and central administrative methods and ways, the governments are suppose to remove unilateral administrative methods, to break the monopolistic position of the subject of administration and to restrain the enforced power of administration, in order to enhance the prosperity of government and society and close positive interaction, finally, we could pave a solid way for the realization of multiple governance.

D. The Challenge to Governance Ability

On 9th May 2015, the State Council released the Action Outline about Mega Data [1], put forwarded that to rapidly increase the opening and sharing of government data, to improve resources integration and to enhance the ability of governance. From the interaction on the Internet to the opening and sharing of data resources, from the integrated application to mixing with each other and interdependent situation, these revolutionary changes greatly challenged the administrative ability of government. Therefore, these

situations require the governments to guarantee Internet safety, to keep the stability of the Internet and to grasp the ability to collect, explore, analyze, distinct, integrate, use and transfer data. And the governments have to be able to control all participant, systems, functions and the credit, quality and effect of information. Therefore, the requirements of new data economy construction and the economic transformation can inevitably lead to the increase of data sharing and resources integration. Then there are higher requirements proposed to the ability of government. As the existing technologies and skills are not advanced enough and the government activities are increasingly influenced and controlled by high-techs and other products, it is unavoidable to meet political fraud behaviors ,which might further the development of deficient technological bureaucracy .If we do not control the situation and let it go as it is , the consequence would become serious as it could not only have a bad influence on the credibility, authority and image of government, but also damage the democracy and legality in other countries. Therefore, the adaption of systematized measures is necessary.

The further development of "Internet + Government" has to involve in the deep adjustment of beneficial structures and administrative patterns. On the one hand, it could break the current benefits distribution structure and generate the "to benefit overall situation and to affect part regions temporarily" distribution effect .On the other hand, for the innovation of its production method, administrative problems often appear. If governments desire to seize the opportunities and over come the challenges successfully, they have to set up right thought. Based on the learning of advanced knowledge, they have to discern situations, innovate thinking patterns and integrate perceptions, at the same time, to understand the advantages and disadvantages clearly and to check and learn real problems carefully. Based on the reasons of the research and analysis, we should concentrate on the problems and issues, find strategies, reform and innovate with the passing days. Only if done these properly, we could adopt to "Internet +", this new environment. Finally, we could gain dominant position in the next round of competition.

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