

# **Study of the Government Credibility Ascension Method under the Perspective of Service-oriented Government**

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**Abstract.** In the context of the current social transformation period, as a "soft power", the credibility of the government has an important vital in ensuring the legitimacy of the government, to promote the modernization of governance, promote social construction integrity, maintain social harmony and stability and so on. Our Government is relatively weak in overall credibility, credibility has long way to go. Eighteen Third Plenary Session of the Party will strengthen the government's credibility and building a service-oriented government together, deepening administrative reform as an important content. Service-oriented government as a new model of government, responsibility for its contents, limited, democracy, transparency, rule of law and other values to enhance the credibility of the government pointed out a new path.

## **Introduction**

Eighteen Third Plenary Session of the party made it clear that the government to be innovative management style and strengthen the government's credibility and execution, the rule of law government and service-oriented government. Strengthen the government's credibility, building a service-oriented government is an important part of administrative reform, the close link between the two, service-oriented government build to enhance the credibility of the government brings advantages, but also put forward new demands. How about the service-oriented government to enhance the credibility of the government building, it is worth thinking about and exploring.

## **The Importance and Urgency of Government Credibility Establishment**

Government's credibility on this concept, different scholars have given different interpretations. Some stressed that the government's assessment of the public, some stressed that the government's ability to gain public trust. National School of Administration professor Tang Tiehan these two explanations for the integration that the credibility of the government not only the government's influence and appeal, is the objective result of the government's administrative capacity, but also the people's evaluation of the government, reflecting the people's government satisfaction and trust, and gives the formula "credibility of the government = administrative capacity × public satisfaction." [1] this explanation is more comprehensive coverage of the connotation of credibility of the government, but between the government and ignoring the public interaction, based on this, the thesis that the credibility of the government is the ability of the government through good administrative image, the administrative capacity and political interaction between the public, by virtue of government influence to get public recognition and trust. In the current deepening administrative reform background, accelerate the construction of government credibility is more important and urgent.

According to the social contract theory's point of view, part of the natural rights of the people to the hands of the transfer to the government to assume social obligations to maintain public order and protect the public interest, if the government can not dutifully fulfill its obligations, its people's sense of identity it will be affected, thereby endangering the existence of the government's legitimacy, that is, Confucius said, "people have no faith without legislation." Essence of the Government's credibility is reflected in the government's legitimacy, credibility is the basis for the government to legally exist. Government's public power and the political authority and its

credibility is parallel symbiosis, they promote each other, to provide support and protection for government policy. Enhance the credibility of the government, to get the public recognition and support to achieve positive interaction of government and society, between the public and reduce administrative resistance, administrative costs, and improve government efficiency, and orderly, healthy functioning [2].

The party's eighteen Third Plenary Session to promote national governance systems and governance modernization, and as one of the overall goal of deepening the reform. Governance is at the heart of the governance of the country, to promote governance systems and governance modernization imperative. According to Tang Tiehan interpretation of the "credibility of the government = administrative capacity × public satisfaction" to improve governance capacity is to enhance the credibility of the government's "basic skills" to enhance the credibility of the government in the process inevitably involves strengthening its governance capability. • Francis Fukuyama (Francis Fukuyama) in "Trust: The Social Virtues and the Creation of Prosperity" mentioned in "Trust, as a kind of social capital, it has a direct impact on social stability, economic prosperity and the government's policy"; have good credibility of government, with the public's trust and support, we can successfully integrate various social resources, the implementation of policies, effective governance, improve the level of government social governance. The famous theory of governance expert Yu Ping believes that there are five basic criteria of modern governance: institutionalization of the rule of law, democratization and efficiency, and harmonization. [3] This is the five-building government credibility problem in the proper meaning. In summary it can be seen, the credibility of the government is an important guarantee to promote the modernization of governance.

Social credit system is a complicated systematic project, which includes interpersonal credit, enterprise credit, government credit and other subsystems. Among them, the government credit is the key and core of the social credit system construction. "Social Credit System Construction Plan (2014- 2020)" issued by the State Council, pointed out that the integrity of the building of the four areas that require focus on promoting, ranked first is government integrity of the building, and the "government promotion" as a Social Credit the first major system construction principle, the government pointed out that to give full play organization, guidance, promotion and demonstration. [4] As the Government administrative activities as well as extensive coverage of the government strong credit-oriented, strengthen the credibility of the government building, the construction of social credit system is bound to have a strong role in promoting.

According to the theory of social risk perspective, our country is in social transition period, various social contradictions and insecurities accumulate superimposed so that the whole of society into a high risk stage. [5] For the credibility of the government to resolve social risks, maintaining harmonious and stable and healthy development of society has an important role. Government's credibility is between the government and the public to assume the role of hubs and bridges, through voluntary mechanisms of trust, public authority with enforcement mechanisms to maintain social stability and order together. Especially public crisis event, if the government has a strong credibility, the government will have more public trust and support, which is to appease the public nerves, gather public power, efficient deployment of human and material resources have an important role to help quickly to defuse the crisis and reduce the loss of the crisis. Conversely, if the public trust in government is low, even if the government publishes truthful information, the public will be considered to be false, people will choose their own ways, into a disorganized, undisciplined chaos, causing even greater crisis.

### **Credibility of the Government Building**

In the "China Well - Credit Index" 2014 "off" magazine conducted, references to "Do you think government integrity, business integrity, social integrity and public confidence in the judiciary is the most urgent need to upgrade is which," this issue, as many as 133 442 people chose the "integrity of government", accounted for 28% of the total number of surveys, ranked second. [6] In the "China Well - Credit Index" survey from 2012 to 2015, the government credit for four consecutive years in

the "most worrisome credit problems" list at the top. The current Government's credibility in the overall weakness, it is also showing some significant features, so that the credibility of the government to build a more formidable.

H • George Frederickson proposed a "distance paradox" that people trust in the government and the relevant government level which, it is believed that respect from government officials or their close, while the stay away from them government officials think they are lazy, incompetent and dishonest. But in China, people's trust in government is showing the contrary case, that the higher levels of government, its public trust is, the lower levels of government, the lower the trust of the public, academics called Lianjiang "differential trust in government." [7]. Local governments, especially at the grass-roots government to play in the national governance system, "the last kilometer" role is most closely in touch with the masses, the most direct groups, is the final implementation of those policies, the people trust them less apparent not conducive to the grassroots work of the government, the impact of the foundation of the national governance system.

"Tacitus trap" means "When a government loses credibility, whether telling the truth or a lie, do good or bad, will be considered a lie, do bad things." [8] The current social network into the information age, with the extensive application of network media, especially since the emergence of the media, the public itself has become the source of information, breaking the traditional media, "Information filtering", "Information filtering" "information blockade" of mechanism barriers to efficient propagation velocity of the original information to the public. [9] accustomed to rely on traditional media can not be dominated government initiative opinion, whenever the "thing" since public opinion overwhelmingly question the government's sincerity and coping style, even if the official release truthful information, but also often carried out in the opposite direction interpretation, official voices were drowned in the public's vocal opposition. In this background, the credibility of the government building is even more particularly necessary.

### **Enhance the Credibility of the Government**

"Service-oriented government" refers to citizen-based, under the guidance of the concept of community-based, democratic system within the framework of the service as a core value system of social governance structure of government functions and a government focus mode or form of government. Close contact between the service-oriented government building and enhance public trust in government. In the process of building a service-oriented government, the government through its own standardized management, the gradual transformation of government functions, to provide better public goods and services, and constantly improve the level of public service, and this is to gain public recognition and trust in the process. At the same time, service-oriented government as a new model of government, responsibility for its contents, limited, democracy, transparency, rule of law and other values also for the credibility of the government building specified path.

Accordance with the "principal - agent" theory, "popular sovereignty" theory, is between the people and the government "principal - agent" relationship, the government's power comes from the authorization of the people, the people in order to empower it to assume the management of public transaction, provide public services, safeguard the public interest responsibilities. Commissioned is by the Government due to the licensing and production, in order to achieve the interests of those who commission exists, must be responsible for the commission. [10] In the "2015 China Credit off index" for the "act or acts which government officials will influence the government public credit rating," the survey, in first place is the "sense of responsibility indifferent officials and civil servants, dereliction of duty." Governments must through its own administrative act responsibly, to execute and implement public will actively accept social and public evaluation of government actions and their results, and timely adjust and improve its social responsibility based on the evaluation, the responsible administrative action gradually won public recognition and support, to enhance their own credibility level.

Because of the limited resources and capacity, the government is not omnipotent, but limited, limited government can not assume unlimited functions. If the government resources and capacity

constraints in spite of tough all-around binding, the government will be very prone to the role of balance, weight unbearable phenomenon, in this case, the masses will lose confidence in the government. Thus, to a limited transformation from all-round, to enhance the credibility of the government is a prerequisite. Under the background of building service-oriented government, limited function is to ask the government to put the focus on social services, and all other functions should be subject to the social service center to achieve this function. [11] The government should change the past, to blanket-style governance control, should not control the problem of decentralization too busy, turned to the community, to provide the public with more and better public goods and services, pay more attention to improving people's livelihood issues, social equity.

Between the public and the government is a "principal - agent" relationship, the government as "agents", their behavior to comply with the "principal" wishes and requirements. Under the background of service-oriented government, when the government fulfill its social services as the primary function, what services to provide and how to provide services, does not depend on the will of the government, but on the citizens' wishes and requirements; and the public can also be normal programs and channels to participate in the governance of social affairs, express their wishes and aspirations. Therefore, to enhance the credibility of the government, to strengthen the construction of a democratic government, establish a sound mechanism for smooth expression of public opinion, such as the hearing system, the network of political system, the petition system, etc., increase citizens' political participation channels, and actively respond to public demands.

Service-oriented government is not closed, but open and transparent. And promote transparency in government is to enhance the credibility of the government's inevitable requirement. Credibility of the government consists of three structural elements: the government, the public, output and feedback system. [12] Government information disclosure is the most important government information output system, through public government information, the public to understand the Government's administrative decision-making, power operation, to reduce the suspicion and misunderstanding caused by information asymmetry; at the same time makes the government administrative behavior under the supervision of the public, to promote the exercise of power in the sun, reducing the occurrence of corruption and other unhealthy practices, improve the government's public image. Therefore, to enhance the credibility of the Government, the Government must pay attention to public information, to fully protect the right to know and supervise the masses, so as to be regarded as a service-oriented government, the only way to create strong government credibility [13].

The law is a manifestation of the will of the public, service-oriented government is to implement and realize the will of the public, so the service-oriented government construction must adhere to the law as the criterion, according to the law. Essence of the Government's credibility is a Jiannuo behavior, is a "soft power" is a flexible constraint requires mandatory rigid constraints of the law. Law what government can and can not do, the administrative behavior of the government for an effective constraint, the government will be more to regulate in the administrative process, the public interest will receive corresponding safeguards, so that it can get better public trust and support [14].

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