

Research on Social Governance Innovation in the “Internet Plus” Era

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Abstract—In the “Internet Plus” era, the soaring development of information technology is changing the traditional ways of thinking and our life style and has profound influence on social governance and brings new opportunities and challenges for it. It has great significance to make best use of the internet platform and correctly know opportunities and challenges, in order to promote the social governance innovation.

Keywords—“Internet Plus”; social governance; social governance innovation

I. INTRODUCTION

On the Third Session of the 12th NPC on March 10, 2015, Premier Li Keqiang first proposed the “Internet Plus” action plan in the report of the work of the government, “We will develop the “Internet Plus” action plan to integrate the mobile internet, cloud computing, big data, and the Internet of Things with modern manufacturing, to encourage the healthy development of e-commerce, industrial networks, and ITFIN, and to guide internet-based companies to increase their presence in the international market”. The application of internet in strategic level comprehensively and thoroughly promotes the upgrading and reconstruction of all walks of life. The thought of “Internet Plus” is applied to social life. Social governance should keep pace with the times. The convenience provided by internet should be used to improve the ability and level of social governance.

II. “INTERNET PLUS” ERA BRINGS OPPORTUNITIES FOR SOCIAL GOVERNANCE INNOVATION

A. *Promote the Openness and Transparency of Information and Improve the Public Trust of Government*

In the “Internet Plus” era, the rapid development of new technology like cloud computing and big data solves problems such as the information asymmetry between government and social citizens as well as the non-transparency of government information. “Inquiry of politics in networks” rises gradually in recent years, referring to the new channel for communication between government and citizens, namely the “Internet Plus Government Affairs” pattern. According to the Report on 2016 E-government Index weibo Influence issued by Government V Influence Summit, by December 31, 2016, the number of certified weibo of government affairs has reached 164,522. The numbers of official micro-blog of government agencies and

government functionaries are 125,098 and 39,424 respectively, up 9 percent and 5 percent from 2015. The weibo of government affairs in 2016 sent more than 74.69 million micro-blogs with total reading quantity of exceeding 260.5 billion. More than 12,000 micro-blogs have reading quantity of exceeding one million. [1] Government organizations timely and effectively issue important information related to recording review catalog of government normative documents, budget and final settlement, administrative penalty as well as government review and approval, publicize and explain policies in first time and help the public to understand. It strengthens the transparency of government information, avoids the misunderstanding of government policies and effectively improves the public trust of government.

B. *Strengthen Citizens’ Ability to Express Their Benefits and Realize the Diversification of Subjects in Social Governance*

Social governance innovation emphasizes the diversification of subjects in social governance. The public and government organizations should manage social public affairs together. Therefore, it requires the collaboration platform for multiple participation. “Internet Plus” makes it possible. In the “Internet Plus” era, the public can make full use of internet and application platforms of mobile internet without the limitations of time, place and number of people, and express their interest appeal to government sectors whenever and wherever possible to participate in social governance innovation. Meanwhile, government sectors can dynamically understand the demands of the public, construct reasonable and effective platforms for the public to participate in social governance. The response speed in public management, public service and public policy is increased to improve the social governance level. For example, the economic development and the expansion of city size make city management increasingly complicated. The government faces problems such as inadequate staff and resources as well as knowledge. “Internet Plus” makes it more convenient for citizens to participate in public governance. The public can provide strategies and suggestions of urban governance for government sectors through the internet application platform when finding urban problems.

C. Improve the Service Ability of Government Sectors and Realize Accuracy of Public Service

The strengths of “Internet Plus” make information transfer rapid, timely and efficient. The extensive application of big data, cloud computing and mobile interconnection technique promotes the deep integration of internet and public service system of government sectors, combines public service resources and builds integrative online public service system facing the public. Our country has an enormous population and complicated social structure. Numerous people use internet. At present, the numbers of mobile phone users, network users and users of weibo and Wechat are about 1.2 billion, 700 million and 500 million respectively. “Internet Plus” makes the channel for interest appeal of the public more diversified and brings opportunities for accurate governance. The government can understand demands of the public in first time and provide accurate and personalized public service and products for them, letting the public feel the convenience brought by big data and realizing accuracy of public service. For example, Tencent supports the construction of online office hall and cloud platform of government services in Guangdong province. The network of “city service” on WeChat is deployed in Guangdong, in order to provide services such as business integration, online cloud platform and big data support for government sectors in traffic, public security, civil administration, housing and urban and rural construction.

III. CHALLENGES FACED BY SOCIAL GOVERNANCE INNOVATION IN THE “INTERNET PLUS” ERA

A. Challenge of Social Governance Thought

Some government organizations and social governors especially those in basic-level government and grass-roots social governors neither reasonably understand the characteristics and application of “Internet Plus” nor regard it as powerful tool in social governance. They are accustomed to the traditional work pattern and are not enthusiastic about the application of internet in social governance innovation. Some even have psychological rejections and don’t want to break the existing interests pattern. Residents especially middle aged and elderly people have limited ability to accept new things. They are used to the traditional way and think handling affairs on the internet is informal, distrusting affairs handled online. Besides, middle aged and elderly people obtain information about government policies through television news and paper media and have psychological rejection to the way that the government information is issued through platforms of weibo and WeChat.

B. Challenge of Information Gap

Compared with developed countries, our country has backward network infrastructure and the absence of independent research and development. The import of equipment leads to high cost of infrastructure construction. The enthusiasm of backward local governments in construction of network infrastructure is discouraged. On one hand, digital gap exists between city and countryside, referring to the differentiation formed by gap of the possession of information and information tools and application of information and

communication technology between city and countryside. [2] The construction of internet infrastructure in city and countryside cannot keep abreast. New media represented by internet hasn’t completely popularized in rural areas. Therefore, some peasants neither participate in social governance of the “Internet Plus” era nor express their interests appeal because of the existence of information gap. On the other hand, the degrees of using digital technology to participate in social governance in eastern and western China are different. These problems can be solved through ensuring people can equally enjoy modern communication and network infrastructure and education. [3]

C. Challenge of Control of Public Opinion

In the “Internet Plus” era, everyone can be receiver and transmitter of information. Forms of social contacts through we media like weibo and WeChat break the limitations of time, space and region. After the appearance of we media, the “decentralization” characteristic of internet is further magnified, impacting the traditional news transmission pattern. On one hand, when emergencies happen, we media may report earlier than the traditional media. For example, in May 12, 2008, report about Wenchuan earthquake appeared in Sina Blog twelve minutes after it happened, earlier than the report of the Xinhua News Agency. [4] On the other hand, the occurrence of social public events such as “the death of Wei Zexi” will cause public opinion storm on the internet, impacting the leading position of mainstream media. As important organizations of social governance, government sectors face unprecedentedly serious environment. Social events such as “bus explosion case”, “killing affair in Kunming Railway Station” and “doctor Chen Zhongwei in Guangdong is attacked” show people move restlessly. After the report of events, many problems will be amplified in the evolution of public opinions. People are easily beclouded by superficial phenomenon and one-sided things and make wrong judgment. Network opinion leaders are easily used by lawless persons who endanger society and people, fabricate information and spread rumors even harm national interest. [5]

D. Challenge of Information Safety

The application of Internet of Things and big data gathers data information from all walks of life and form giant aggregation including personal information, enterprise information and government information. Undoubtedly, it will cause hidden danger of information safety. In recent years, incidents related to information safety occur frequently and have adverse effect on individuals, enterprises and government. Hidden danger of information safety mainly comes from: first, on technology level, unstable system leads to the loss of information data, or some system bugs avail hackers to steal information; second, on personnel level, administrators who have rights to search information reveal information for economic interest; third, on the level of the third party, the development and maintenance of system are subcontracted to the third party company by the government. Careless manipulation may lead to information disclosure. [6] The popularization of handling affairs online faces difficulties because of the hidden danger of information safety. For example, when Wuhan city uses “Internet Plus” to realize

social governance innovation, residents have to bind ID number to realize “government affairs appointment” through the system software of “micro neighborhood” in Xujiapeng street of Wuchang District. Many residents are afraid to bind because they think it may lead to the identity information disclosure. So few people uses this function. [7]

IV. PATHS TO REALIZE SOCIAL GOVERNANCE INNOVATION IN THE “INTERNET PLUS” ERA

A. *Establish the “Internet Plus” Thought and Change the Governance Concept*

“Internet Plus” thought means making the best of value, spirit, technology and method of the internet to guide, deal with and innovate in work. Social governance cannot do without internet. Government sectors at all levels and social governors should establish the “Internet Plus” thought and continuously promote the understanding of social governance innovation. They can organize training class of “Internet Plus” knowledge, invite professionals to teach and train the “Internet Plus” thought, in order to improve the ability of administrators in using the internet to innovate in social governance and serve the public. They should take the initiative to break the unreasonable interests pattern. Some administrators reject reform because they worry internet will harm the interest of government sectors or individuals. Therefore, the power supervision and balance mechanism must be formed to coordinate and promote the adjustment and integration of interests pattern. In the “Internet Plus” era, the government should be open and people-oriented and form the governance concept of participating in democracy. The social governance system and rule of law system suitable for “Internet Plus” are established through technology and information platform provided by internet, in order to let business organizations, social organizations and the public participate in social governance.

B. *Strengthen the Construction of Internet Infrastructure Platform and Narrow the Digital Gap*

The network infrastructure must cover more people especially those in rural areas. One of the characteristics of the “Internet Plus” era is the “internet based” social service and governance. The social governance transformation must provide all people the opportunity to “surf the internet”. Therefore, it is necessary to strengthen the construction of internet infrastructure platform, expand the coverage of urban and rural network information platform, furthest create conditions to popularize network terminal and facilities in the society, lower the expenses of surfing internet and narrow digital gap as well as promote the internet development in rural areas. For example, depending on the “broadband village” project, Jianshi County establishes the service platform of e-government affairs of “heart linked to heart between the party and the public and the access to each family” with networking of county, town and village. At present, 76 service items in 16 sectors at village level can be “handled online”, really accomplishing “trifles can be handled in villages and great events can be handled in towns”.

According to requirements and development tendency of social governance, we should continuously improve the information system of comprehensive social governance and realize the information network with coverage of virtual and true social space, dynamic tracking, sharing and complete functions and integrate to form the unified information management platform. Practical data analysis models are established to improve the efficiency of social governance system in early warning, analysis, monitoring and evaluation. Give full play to the advantages of big data and predict the actual demands of the public from the mass data, early warn the social problems and respond to and explain it immediately through official WeChat or weibo platforms, and provide decision basis for social governance. Besides, give full play to the role of information technology in early warning judgment, fighting and preventing crimes as well as service management, in order to continuously make the comprehensive social governance depend on information, science and technology and improve the social governance ability.

C. *Correctly Guide Internet Public Opinion and Strengthen the Construction of Public Trust of the Government*

First, the government must make timely and correct judgments on significant problems, hot issues and key issues and play the guiding role. Nowadays, with the high-speed development of network, the network media health must be normalized through legislation. People who spread vicious gossip, spread information adverse to the country, society and people and disclose information of important sectors and cause damage and loss should be punished in accordance with law. Second, the government must gradually improve the system to respond to emergencies and establish special office to handle. Grasp the authority of public opinion media and effectively spread mainstream healthy thought as well as announce the decisions to make the social governance faster, more accurate and direct. It has distinctly important significance on the improvement of ability of governance system through correctly guiding the speaking right of internet public opinion. Besides, it should be a “New Normal” that the public express interests appeal and discontent about current social situation and criticize the government. On this occasion, the government must keep communication with the public equally and obtain the right to guide internet public opinion through the public trust. Public trust of the government is the foot stone of social order, reflecting the evaluation that the public make on the government in execution of duty. Therefore, the government must intensify information disclosure and make it normalization and take the initiative of information issue.

D. *Guarantee Information Safety and Improve the Legal System of Internet*

Most written laws gather in regulations and control regulations at low levels. There are only two national laws, namely the Decision of the Standing Committee of the National People’s Congress on Preserving Computer Network Security and the Law of Electronic Signature. [8] First, determine the direction and key points of the current and future information security legislation as soon as possible. Second, improve the rank of legislation in the internet field and stipulate in high rank laws about the management principles of

internet industry especially those fields involving people's interests, plan the construction of laws and regulations related to the internet, clarify the category, boundary and relations of them. The national comprehensive internet laws and regulations must be promulgated. The enforcement regulations are stipulated according to the management standards of industries and sectors. At the meantime, laws and regulations related to the safety of information technology products, information safety, information infrastructure safety and protection of national sensitive data must be formulated according to the social urgent needs in internet application.

E. Use Big Data to Drive Social Governance Innovation

First, encourage subjects of governance and improve their efficiency in making contribution to information. Virtual community platforms on the internet represented by Baidu zhidao and Dianping.com have experience worthy of reference in gathering knowledge and wisdom of the public, including accumulation of virtual points and awarding of virtual honor. The experience can be brought in the important public data "convergence" in all walks of life.

Second, the "sharing" of information is the foundation of social governance collaboration in the "Internet Plus" era and the key to realize "cooperation innovation" of subjects in governance. Therefore, the government should intensify the construction of "shared" informatization platform, continuously improve the construction of "shared" system and optimize the allocation of corresponding subjects of public data resources to collaboration network, in order to realize normal and long-acting "shared" system.

Third, in the "Internet Plus" era, the main market players represented by Alibaba and Baidu are increasingly adept in using big data resources to create "innovation dividend". The government should strengthen the utilization of social big data to become more scientific and pertinent in analysis of social problems, policy formulation and decision evaluation. For example, big data technology can be utilized to identify key nodes in network space, so that we can correctly judge and find "opinion leader" and "hacker". It is more pertinent and efficient and makes for the social governance innovation. [9]

V. CONCLUSION

"Internet Plus" era provides more opportunities for social governance, promotes the openness and transparency of government information and strengthens the ability of citizens to express their benefits as well as improves the service ability of government sectors. Meanwhile, challenges also exist in governance thought, information gap, control of public opinions and information safety. According to the correct understanding of opportunities and challenges, we can establish the thought of "Internet Plus", strengthen the construction of internet infrastructure platform and public trust of the government, improve the information system of comprehensive social governance and the legal system of internet, in order to promote the social governance innovation.

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