

# Study on government management innovation based on development of Internet

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**Abstract.** With the development and popularization of Internet, the number of Internet users more and more, people obtain information, opinions, demands to participate in social management way has undergone great changes, many of the problems in the management of the government is exposed in the network era and in the process of amplification. The government management innovation in the age of the Internet is government urgent issue, this article from the government management of various features of the Internet era, the traditional analysis of the issues, for the Internet era government should provide policy recommendations to management innovation.

## 1 Introduction

China's Internet users reached 688 million, Internet penetration rate of 50.3%, the size of mobile phone users reached 620 million, accounting for 90.1%, wireless network coverage significantly improve, Internet users Wi-Fi usage rate of 91.8% .As of December 2016<sup>[1]</sup>. The development of the Internet has brought great convenience for people to obtain information, express their opinions and participate in social management. It also exposes many problems in the government management. In the new situation, the traditional concept of government management, government management mode, government management organization and government management culture has many problems, Party committees and governments at all levels should attach great importance to strengthen the study and innovation of government management.

## 2 Fully recognize some of the characteristics of the Internet age.

### 2.1 Information spread in the Internet age

After entering the Internet age, the micro-blog, WeChat, always live broadcast and other mobile social products are popular, the way of information dissemination starting from the PC to the mobile terminal of large-scale transformation, the information transmission is more rich and fast. Unconsciously, the network media has passed the portal era - professional communication; Web2.0 era - user participation; the media era - multagei media symbiotic; into the media era + - everything is media.

In penguin of think cool at the end of 2015 launched "the media times" report, the researchers pointed out that the social network has become the second major channels of Internet users get news behind the news client, and the symbolic end more than PC news website<sup>[2]</sup>. The influence of social network based on mobile Internet is mainly reflected in three aspects, one is to share, two is everyone is the source of information; the three is the source of information is more active, namely subscription. Social networking is not just a tool for people to live, it is becoming an important channel to obtain information, including news, and can even be said to be a kind of media. The content of this media can be the full-time editor or the general public; What is more important is that this media channel is made up of a centralized distribution channel with every user who receives information, and the latter tends to play a bigger role.

The popularization of the Internet, the progress of technology, especially the development of various digital terminals and communication terminals that can be connected. Such as mobile phone,

digital camera, video camera, car vehicle traveling data recorder and the popularity of various kinds of monitoring equipment makes the information transmission of the production cost greatly reduced, and the Internet as a decentralized, open network structure allows anyone to information transmission. The development of the Internet makes the production of information unrestricted by time and space. Wherever it is, as long as it is able to access the Internet, it can make comments and discuss problems and increase the production of information. Between citizens in the network society, all kinds of communication and contact between social organizations and social groups increased, the Internet makes people at the same time of receiving information, also meet the need of communication and expression. This has stimulated public interest in social affairs and enhanced the public's ability and enthusiasm to participate in government management.

## **2.2 The Internet has changed the original ecology of public opinion**

Before the popularity of the Internet, the position of public opinion is dominated by traditional newspapers, radio, television media, information is basically the first to spread. The emergence and popularity of the Internet, to a certain extent, to change the habit of receiving information, people accept the information on the Internet at the same time, also in the expression of personal views and opinions, and then produce and share information. When a large number of citizens with the common tendency of the views or opinions on an issue, it will form a strong network public opinion, the insider posted on the Internet, causing users widely reproduced, hot, traditional media will join the interactive reports, even by the relevant government departments involved directly until the top concern, to respond to events or solve. Today's society affects the country's public opinion is a lot of mobile Internet as the originator

The Internet amplifies the public opinion. The Internet has been aided by a series of major events in recent years. Although the Internet public opinion reflects the tendency of social things to be biased, it is not necessarily the "correct opinion". But in general, the Internet has broken the blockade and monopoly of information, breaking the high standard of public opinion and bringing about ecological changes in public opinion.

## **2.3 The Internet has created a fair and democratic platform for government management.**

The realization of human management will be constantly updated and improved with the progress of science and technology. Government management involves both government and citizens, and the Internet has played an increasingly important role in government administration by building a democratic and just platform between the two.

The Internet has the function of freedom and equality. The Internet is a non centralized information system, which can cross the boundaries of the traditional society, such as time and space, region, system, culture and so on. In cyberspace, because there is no center, in particular, there is no center of power, so there is no rank and privilege, there is no real life "rating system". The characteristics of the Internet, virtually any one person is equal in the network space, each of the users is a center, have the right to speak, as long as compliance with the law, have to fully express their opinions freely, discourse equivalence, shaping the democratic peace of the society. "ID will expand as equal citizens equal rights, will expand to real rights online."<sup>[3]</sup> In the network society, individual awareness of equality and rights awareness has been further enhanced.

## **2.4 The Internet has promoted the rise of civil rights**

The Internet promotes the rise of civil rights. In the absence of the Internet era, the general public for many of their own civil rights and responsibilities are often very vague, because people and the national information resources asymmetry, lack of their own interests and to exercise their civil responsibility means, it is difficult to form the citizen consciousness and quality. In the network society, the communication and connection between citizens, all kinds of social organizations and social groups have been strengthened, and the social openness has been strengthened, which has promoted the improvement of the consciousness of citizens' rights. For example: a few years or even ten years ago, in violation of the legitimate rights of citizens are not so rights according to the

law, in recent years, with the awakening of civic consciousness, more and more people face infringement no longer choose silence, when difficult to protect the rights in the normal way, the network has become another channel of civil rights. In many large and small events, the Internet has played a huge role in the justice of the rights cases, the Internet has raised public awareness of citizens and social behavior.

### **3 The traditional government management problems and deficiencies**

#### **3.1 Traditional government management closed strong**

The traditional government management from the formulation of decision-making, implementation, to supervise, the transparency of the whole management process is low. It is difficult to obtain information about the public management of the government, many stakeholders and information shall be submitted to the public basically in "internal documents" or "internal material" in the form of a large number of administrative information is "inside information". The various decisions, rules, policies and meetings of the local government are classified as confidential, and the operation process of the government management is very mysterious to the public. The Internet makes this kind of closed by the challenges of the past, a negative event occurs, mainly rely on traditional media information dissemination, as long as the traditional mainstream media do not report it, the public will not know the relevant phenomena. But in the Internet era, the operation becomes more difficult to conceal the incident. Moreover, because the participants a lot, when false information and rumors are prevalent, public sentiment information are easily incited often turn into extreme behavior or confrontation, endanger the credibility of the government. Therefore, in the Internet environment, the closure of the government management system is facing a strong impact and challenge, its reform is an inevitable trend.

#### **3.2 The traditional government management concept is backward**

In the traditional government management, the basic value orientation of the government management lies in a "management", which is not a service. From the perspective of the power operation, the direction of the power operation of the re regulation is the single direction from the top to the bottom, and it is a simple control. Control including the superior management of the lower levels of government officials and the people of the management,

This kind of management strengthens the individual will of government officials, and often leads to the problems of inappropriate decision-making procedure, lack of decision-making democracy and science, administrative omission and arbitrary act. Therefore, the traditional governmental management of the regulation type deviates from the government management concept of humanism, democratization and legalization, and there are also defects in the channels of public opinion and the lack of public opinion. In the Internet environment, citizens' awareness of the rights of the growing, it is bound to make this traditional "re control, light service" government management approach is a severe challenge. In a network of communications, an area of affairs may spark national debate, and a country's internal affairs could spark worldwide discussion, raising the price of government defiance of public opinion. Therefore, the government must pay more attention to the consequences of their actions, the government pay more attention to the management process of the democratization and legal, more close to the people to listen to the voice and attitude, through the feedback of the network public opinion to modify their behavior.

#### **3.3 The traditional government management of the organizational structure is not adapted to the new situation**

In the government management, there is a complex management structure and strict hierarchy, ordinary people and the government of direct talks a lot of restrictions in information transfer for middle level more prone to distortion, distortion and interrupt. The opinions of the public are difficult to convey to the top policy makers, the public rarely have the opportunity to participate in public policy formulation process, and the development of the network the dismantling of the

diaphragm in the lower middle to hinder the exchange of information and communication barriers, to a certain extent, to break down the closed government management mode. The functions of the original vertical transmission the administrative levels of the organization have been challenged. In recent years, such a trend has been formed, most of the network of public opinion is the origin of the event at the grassroots level, but the path is dependent on the path of the network from the point of view of the path of public opinion. Communicator will bypass local website, directly seek published in the national traffic large comprehensive website community, which seek to leapfrog the way to solve the contradiction, to a certain extent, breaking the organizational structure of the hierarchy of the Pyramid type between the higher and lower levels, challenges to government management.

### **3.4 Traditional government management is unresponsive to unexpected events**

Traditional government management in the face of unexpected events, slow response, lack of emergency mechanism, can not be the first time to convey the official voice. In the face of conflict of interest groups, in the event of budding and accumulation in early, some grass-roots departments of social contradictions but generally showed systematic passivity, slow reaction, information distortion, improper use, often into the "minor drag big, big drag fried" cycle, weak capacity for emergency concentrated exposure. In recent years, some major incidents seemingly sudden burst, but in fact the process of "public opinion - - People's discontent, Public anger is not irreversible and cannot advance control.

## **4 The government of the Internet age how to manage innovation**

### **4.1 management concepts need to be changed**

Management concept is a comprehensive concept of management ideas, management purposes, management awareness and a set of conceptual factors. As the saying goes: The concept change ,the world will change, if the concept does not change, and then stay in place. The influence of management concept on management is deep, there is what kind of management philosophy will be what kind of management model and management tools, resulting in different management results. The traditional government management theory is the scientific management theory based on the theory of social division of labor since the industrial revolution, and the vertical power distribution structure of level control is the theoretical basis of its management. In the background of information network, the physical organization of traditional government boundaries gradually being broken, the traditional concept of government management in the face of a open and free network in the world and a new way of information dissemination. Government management must be based on the power of the control oriented to the personal responsibility of the service based transformation, the concept of service to the management of the structure, process, methods and other aspects. Governments at all levels should change their mind to accept new ideas, strengthen democracy, enhance service awareness, and actively listen to the views of Internet users, improve public participation and awareness, to absorb nutrients from the masses, learn from the wisdom.

### **4.2 The government management model needs to change.**

The traditional mode of government management is based on the government's organization and function as the center, the enterprise or the public revolves around the government department. The application of information technology has changed the ways and means of government services, the government should not only provide basic services, but also to always understand public opinion and demand, strengthen government services in the management of the role. The government should not only the development of e-government platform, the use of government information network efficient and reliable, convenient and cheap government information quickly and accurately transmitted to the public, the public need to reduce time and pay the economic burden, but also use micro-blog, WeChat public number, network broadcast and other social software platform or the active release of information to understand public opinion and demand. The

establishment of appropriate information to provide and release system and the smooth flow of public opinion feedback channels, so that the public can enjoy convenient and efficient information services, and be able to put forward opinions and needs at any time.

Through this way to achieve two-way, direct communication and interaction, can effectively promote the government departments to improve and improve the quality of service, so as to close the close relationship between the government and the people.

#### **4.3 The government management organizations need to make appropriate changes**

Strict division of labor is one of the characteristics of the traditional government management organization, it can clearly define the relationship between power and responsibility, to achieve the functions of specialization and flexibility, but also limits the ability of government organization and management to further enhance. In the network environment, control should be a way to guide people how to deal with, rather than a means to limit people's mistakes. Therefore, it should be realized by the result control to process control. The organizational structure of the government should also be the traditional pyramid structure to the vertical flat mesh structure change of the perplexing. The application of network and information technology will continue to change the structure of government management and management. Finally, it will inevitably construct the government organizational form which is suitable for the social development of the information age. The development of the Internet will eventually change the government management environment we have long been accustomed to, lead us to a new government management in the world, the Internet platform and micro-blog, WeChat, the number of public network broadcast in the application of government departments, to speed up the information transmission speed, simplify the operation of administrative and procedural aspects, reduce or even cancel the middle management level. Modern information technology makes the execution layer and decision layer of direct communication, which not only improves the speed and efficiency of information transmission, but also optimize the structure of administrative management, reduce administrative cost, greatly improves the efficiency of the government management.

#### **4.4 The government management culture needs innovation.**

In the era of information and network, with digital technology as the core, with the network technology as the foundation, the government and its internal management of the largest supplier of public service put forward higher requirements. The government needs to give full play to the inherent potential of administrative personnel in government organizations in the most critical position, the internal human resources for sustainable and effective development. Construction of learning and training mechanism, the establishment of a learning team, update the knowledge structure, enhance its independence, autonomy, management center down, decentralization. To enhance the ability of civil servants, the innovation and learning concept into the inner needs of each member of the organization. To analyze the characteristics of different people, to understand the members of the material, spiritual and emotional needs, to provide a positive and healthy working environment. So as to stimulate the government staff to develop their potential, improve efficiency.

Internet era, innovation is the core, the key to improving the effectiveness of management is the key to innovation capability. Innovation involves various fields of political economy, science and technology, culture and other social life. The courage to innovate, be good at innovation, a country's social and economic development, there is a steady stream of power. Innovation for government management is of great significance, only in the advance with the times of innovation, the government management to keep up with the requirements of the development of the situation.

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