

Analysis on "Internet Plus Government Service" Implementing Effect in China: from the Perspective of Government Innovation

Jingfang Dai

College of Economics and Management, Nanjing University of Aeronautics and Astronautics,
Nanjing 210000, China.

paperstudy@163.com

Abstract

Since china central government released the relevant documents of "Internet Plus Government Service" in 2016, local governments in different areas have positively carried out the implementation and construction of "Internet Plus Government Service", and made some progress in information release and government affairs disclosure through various forms of "Internet Plus Government Service". But during the implementing process of "Internet Plus Government Service", some shortcomings have also been exposed. On the basis of clarifying the relationship between "Internet Plus Government Service" and government innovation, this article describes and summarizes the implementing effects of "Internet Plus Government Service" from the perspective of government innovation, in order to promote the implementing effect of "Internet Plus Government Service" in the future.

Keywords

Government innovation, "Internet Plus Government Service", Implementing effect.

1. Introduction

The development of Internet technology provides new ideas and directions for government reform and innovation. "Internet Plus" integrates the Internet with traditional industries deeply through ICT and Internet platform, gives full play to the optimization and integration of the Internet in the allocation of social resources, and integrates the innovation effects of the Internet into economic and social fields deeply, to enhance the innovative power and productive forces of the whole society. In the Report on the Work of the Government 2016, "Internet Plus Government Service" was clearly put forward, which directly pointed to the direction of innovating government service under the background of "Internet Plus". In the same year, the State Council issued the 《Guidance on Accelerating the Work of "Internet Plus Government Services"》, and made general arrangements for accelerating the work of "Internet Plus Government Service". "Internet Plus Government Service" has innovated the way of communication between government and public, increased the transparency of institutions in handling affairs according to law, and increased the government's response speed to public demands.

At present, the "Internet Plus Government Service" pattern of "one body and two wings" has been basically formed, and the implementation has made initial achievements. However, during the process of implementation, there are also some problems that can not be ignored, many superficial and formal phenomena appeared. How to make "Internet Plus Government Service" become an effective approach for the interaction between government and public? It needs further exploration. This article analyzes the implementing effect of the current "Internet Plus Government Service" from the perspective of government innovation, which is beneficial for the further development of "Internet Plus Government Service" and the improvement of government innovation.

2. "Internet Plus Government Service" and government innovation

As early as 1998, Christine Bellamy and John A. tailor proposed that e-government provides an important material basis and technical support for the function transformation of government from

management to service. Therefore, the implementation of e-government in government management is a kind of innovation itself. Devendra D. Potnis believes that e-government is not only the innovation of technology, but also the innovation of organization and management mechanism, which is one of the greatest management innovations of government departments. As an advanced stage of the development of e-government, "Internet Plus Government Service" is undoubtedly an important content of government innovation in China. "Internet Plus Government Service" uses Internet thinking and technology to break organizational boundaries internally, change working methods, improve operation processes, provide professional, diversified and multi-channel public services externally, thus "Internet Plus Government Service" forms a communication network with government agencies, public and enterprises as nodes. The systematic thinking, application of new technologies, inter-organizational cooperation, and operation process improvement in "Internet Plus Government Service" deeply fit the characteristics of government innovation proposed by Sandford Borins. The implementation of "Internet Plus Government Service" is not limited to the operational level of government affairs processes, but also touches the government system level, thus optimizing the organizational mechanism of the government, resolving hot social problems, and promoting government reform and innovation. In summary, "Internet Plus Government Service" not only constitutes the main content of government innovation, and it is also the realization way of government innovation and the driving force of government innovation.

3. Implementing effect of "Internet Plus Government Service"

3.1 Achievements of "Internet Plus Government Service"

3.1.1 Service approaches are constantly enriched

"Internet Plus Government Service" provides one-stop government service for public through the "Internet Plus government service" platform. The "Internet Plus Government Service" platform is responsible for service application, service acceptance, service processing, service feedback, and service supervision. It is composed of internet government service portal, government service management platform, operation processing system, and government service data sharing platform. The internet government service portal is the entrance and approach of the internet government service provided by the government service implementation agencies to public, it undertakes functions such as information data release and online operation handling. At present, the "one body and two wings" layout of "Internet Plus Government Service" has basically taken shape, that is, government website is the main body, Weibo is the main social media, and WeChat and APP are the main mobile Internet applications.

3.1.2 Service scope is continuously expanded

Governments in different areas have further improved the supply of "Internet Plus Government Service" and expanded the coverage of "Internet Plus Government Service" on the basis of sorting out and standardizing work guidelines and service lists. Service objects are oriented to natural person and legal person, service items include matters of administrative power and public service item, service levels cover the national, provincial and municipal, county, township and village level (agents), service subjects include public education, social security, house hold, medical and health, labor and employment, and other fields, service topics include public services, the administrative licensing, administrative collection, payment, administrative confirmation and other categories, such as online booking, online application, online inquiry, consultation, complaints related services. Public can use the online government service platform and offline physical office halls to implement fixed-point operation or cross-area operation.

3.1.3 Service depth is constantly extended

"Internet Plus Government Service" focuses on users and integrates government service resources at all levels, optimizes operation processes, and realizes one-stop service through the close combination of online and offline service platforms. "Internet Plus Government Service" uses new technologies such as big data to conduct a fusion analysis of basic data of government service, process data of

government service and user behavior data, etc., which repeats the entire process of government service and reveals the inner picture of government service. "Internet Plus Government Service" insights into the deficiencies in the service process and the potential service needs of users, then improves it, to effectively use government information data. "Internet Plus Government Service" builds a big data support service system and forms a government service knowledge base based on big data analysis, which improves the decision-making support ability and personality of the "Internet Plus Government Service". The service has realized the organic combination and promoted the process of smart governance.

3.2 Deficiencies of "Internet Plus Government Service"

3.2.1 Poor availability

The poor availability refers to the formalism and "prestige project" of "Internet Plus Government Service" in some areas. In these areas, "Internet Plus Government Service" does not play a substantial role. Specifically, some local governments have built the related government websites and platforms because of the superior performance appraisal and documentation requirements, but they don't correctly understand the true meaning of "Internet Plus Government Service", which leads to the blindly construction and the neglect of public demand. They take a lot of efforts in form, but less efforts in content, The government affairs platform does not play a substantial role, and finally becomes a tool for coping with higher-level superior inspection. Some government websites lack specific function sharing and functional positioning, the websites are low in activity and often become "zombie website". The specific manifestations are: invalid website links, stale information release, etc.

3.2.2 Weak durability

The weak durability means that in some areas, the implementation of "Internet Plus Government Service" has achieved good results in early stage and has served public to some extent. Over time, however, the effect of serving public tended to diminish until the implementation completely stopped, and good implementation did not continue. On the one hand, some local governments advocate "once for all" and ignore the protracted nature of "Internet Plus Government Service", ignoring that the government service platform needs to be updated and improved with the change of public's demands, weakening the effectiveness of serving public. On the other hand, the implementation of "Internet Plus Government Service" lacks supporting rules and is entirely driven by the main leaders of implementation. With the adjustment and departure of related workers, the "Internet Plus Government Service" can easily stagnate because of the lack of rule guidance for implementation.

3.3.3 Narrow diffusivity

Making the achievements of "Internet Plus Government Service" benefit all people is the final purpose of "Internet Plus Government Service". However, in the process of implementation, some projects with good implementation effect and demonstration effect are difficult to replicate and spread to other areas and departments. Some local governments tend to learn the experience of advanced models and conduct the construction of relevant projects by learning and imitating, so as to reduce unknown risks and achieve rapid results. However, in reality, there are few exchanges and cooperation on "Internet Plus Government Service". In addition, some governments have implemented relevant "Internet Plus Government Service" by learning advanced areas, but the results are not satisfied, this is mainly because that different areas have their own special characteristics, some areas follow the principle of "copying" and don't consider the local actual situation, which can easily lead to imitation failure .

4. Conclusion

From the above, we can conclude that "Internet Plus Government Service" is closely related to government innovation: "Internet Plus Government Service" not only constitutes the main content of government innovation, and it is also the realization way of government innovation and the driving force of government innovation. The current implementation of "Internet Plus Government Service"

in different areas has got some achievements: the service approaches have been constantly enriched, the service scope has been continuously expanded, and the service depth has been constantly extended; at the same time, some deficiencies of "Internet Plus Government Service" have been exposed: poor availability, weak durability, and narrow diffusivity. In the future, it is necessary to take relevant measures to further promote the effective implementation of "Internet Plus Government Service".

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