

Research on the Innovative Mode of Promoting “Internet+” Grassroots Governance

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Abstract: The rapid development of information technology has brought the whole society into the information era of "Internet+", and the level of development of grassroots governance, as an important element of China's basic democratic political construction, is in a sense a manifestation of the overall level of social development. Shenzhen, as a special economic zone, is at the forefront of China's development in all aspects, and Baoan District in Shenzhen, the largest district in the city, has 3030 national high-tech enterprises and has become the district with the most national high-tech enterprises in Guangdong Province, and has been at the forefront of exploration and reform in grassroots governance. Therefore, this paper takes Baoan District of Shenzhen as an example to study the innovative mode of promoting Internet+ grassroots governance. This paper expounds the theoretical knowledge about "Internet+" grassroots governance, conducts a survey and research around the mode innovation of Internet+ grassroots governance in Shenzhen, and summarizes some of the problems of promoting "Internet+" grassroots governance in Baoan District. The paper summarizes some problems of promoting "Internet+" grassroots governance in Baoan District, and puts forward suggestions for promoting the innovative model of Internet+ grassroots governance.

1. Introduction

The in-depth development of the Internet has not only profoundly changed the economic activities of the society and the way people communicate with each other, but also profoundly changed the form of grassroots governance. A cyber society featuring multiple entities, democratic cooperation, extensive consultation and mutual integration, convenience and precision is taking shape at a faster pace. In the report to the 19th National Congress, "Building a social governance Pattern featuring joint contribution, joint governance and shared benefits", it is clearly pointed out that social governance should be made more social, law-based, intelligent and professional. Among them, "intelligent" puts forward clear requirements for the use of modern information technology such as "Internet Plus" to carry out grassroots governance, and it is urgent to explore and research the innovative mode of "Internet+" grassroots governance [1].

Shenzhen, after more than 30 years of rapid development, has exposed many serious problems in many aspects such as population, resources, links, etc. The serious phenomenon of population inversion has brought a great challenge to grassroots governance, and the traditional governance

model can hardly adapt to the development needs. Baoan District has the strength of science and technology as a guarantee, and at the same time as the pioneer of steady and hard grasp of grassroots governance. It is a very worthy area to study in promoting the innovative mode of Internet+ basic governance research topic [2]. This paper expounds the relevant theoretical knowledge of "Internet plus" grassroots governance, and conducts an investigation and research on the mode innovation of Shenzhen's Internet plus grassroots governance. It summarizes some problems existing in promoting "Internet plus" grass-roots governance in Baoan District, and puts forward relevant suggestions on the innovation mode of promoting Internet plus grass-roots governance.

2. Research on grassroots governance

Community governance is the grass-roots governance. Community is a grass-roots part of the whole society. Professor Li Peilin from Chinese Academy of Social Sciences put forward that community is a voluntary organization of community residents, which is responsible for the governance and management of community affairs. Community residents are also the service objects of this organization. It mainly serves various public affairs of residents, including social welfare, assistance, security, employment, health, public security, etc. As an important research content of social development, the research content, research methods and research results of community governance have been constantly changing with the development of society, the change of social structure and the reform of productivity methods, but so far, community governance is still a hot topic of research. Fu Changbo, a professor at Beijing Normal University, proposed to use the "Internet Plus" approach to break through the mode dominated by a single subject and form a new pattern of social governance with multiple subjects. Dai Jianzhong of Beijing Academy of Social Sciences proposed that reasonable consultation mechanism can realize multiple channels of community governance, and reasonable community participation mechanism can realize resource integration of community governance [3].

Grid governance is the grass-roots governance, grid governance is the regional grid after governance, each grid is a region of the grass-roots. From the perspective of grid governance, scholar Jiang Xiaoping believes that in the information age, in order to adapt to the changes of social development, to improve the level of social governance and to perfect the system of grassroots social governance, we need to upgrade the "grid management" in a conformal way, so that it can be upgraded to "grid governance". In order to successfully complete this transformation, firstly, we need to change from "control" to "service" in terms of governance concept. Second, in terms of governance objectives, we need to change from "management" to "governance". Third, in the logic of power, we need to change from "unidirectional governance" to "multidimensional parallel". Fourth, in terms of governance functions, we need to transform from a "platform for maintaining stability" to an "autonomous platform". Fifth, in terms of operation mechanism, we need to change from "fragmented management" to "holistic governance". In addition, we should build a pattern of diversified subjects cooperating with public governance, create convenient and efficient service governance concept, develop intelligent and innovative community service network platform and innovative grid governance mode, so as to achieve conformal upgrading and transformation.

Grassroots social governance is grassroots governance. Grassroots society is the source of the development of the whole society, which is equivalent to the cornerstone role. Grassroots social governance has always been the core concern of the state. At present, the research of domestic scholars on grassroots social governance mainly includes the development course of grassroots social governance, the participants of grassroots social governance, the governance mode of

grassroots social governance and so on. Li Chungeng, professor of Jiangxi University of Finance and Economics, put forward that grassroots governance is mainly oriented towards small things, while state governance is mainly oriented towards big things. State governance needs to rely on rational bureaucracy, and grassroots governance mainly relies on multiple subjects such as grassroots groups, grassroots cadres and third social organizations. Hao Li, a scholar from Northwest Normal University, proposed that the participation of multiple subjects is an important approach to grassroots social governance. With the rapid development of information technology, the Internet has become an open interactive platform. Therefore, the Internet can be fully utilized to explore ways for multiple subjects to participate in grassroots social governance

3. Research on "Internet Plus" grassroots governance

In recent years, many experts and scholars have conducted in-depth research on various aspects related to "Internet+ grassroots governance". Their research directions mainly focus on the following aspects: first, "Internet plus" government services; second, "Internet+" data governance of government departments, namely the modernization direction of government governance based on big data thinking; third, "Internet+" community governance [4].

(1) Research on "Internet Plus" government services

Scholar Meng Qingguo believes that the government hall will play a very important role in "streamlining administration, delegating power, combining regulation and optimizing services", which is specifically reflected in: Through the government hall, on the one hand, we can pilot the reform of the administrative examination and approval system. On the other hand, we can implement the reform task of "delegating regulation and service". Third, we can display the achievements of the optimized and upgraded government services. Fourth, we can supervise the operation of power and prevent the breeding of corruption. "Internet plus government services" should be carried out in different regions, integrated at different levels, and promoted in different stages through the formulation of unified and standardized service standards, the creation of scientific and optimized online and offline service processes, the provision of effective and convenient network consultation and supervision, the expansion of multi-channel convenient service channels, and the provision of intelligent and humanized innovative services. Give priority to dealing with public service matters with a large volume of work online, the network data run to replace the on-site mass queue to handle, and then further do detailed service content and expand the scope of service, really achieve the convenience of the people, the use of scientific and technological innovation, improve efficiency, let "Internet + government service" really play its role, so as to stimulate the creativity of the society, stimulate the vitality of the market. We will continue to give the people a greater sense of gain.

(2) Research on data governance of "Internet Plus" government departments

With the advent of the era of big data, the importance of data is increasing day by day. In the process of carrying out various kinds of public management, government departments always involve huge data. The research of making full use of the data of government departments to conduct data governance is also gradually carried out. Scholar Bao Jing believes that data collaboration of government departments refers to data sharing and exchange within and between government departments. Through opening up and merging data, data unification can be realized, so as to reduce the phenomenon of repeated processing and provision, simplify the process, improve efficiency and save costs, and thus improve the level of government services. Bao Jing put forward that data collaboration is an important path for the innovation of government departments' public service capabilities, which is also the innovative requirements of the "Internet Plus" background for government modernization governance, and an important link for the realization of government

departments' data governance in the future. At the same time, data collection cannot really highlight the application value of data. Through data collaboration, more new government services and new business forms can be derived. In this way, the innovation of governance forms can be realized soon.

(3) "Internet Plus" community governance

With the development of society, community governance and grassroots building have put forward new requirements, using information technology to enhance efficiency, improve quality and break through bottlenecks. Many scholars have also made in-depth studies on "Internet Plus" community governance and grassroots building. Zhu Renxian and Wu Wenyong of Xiamen University proposed that China has stepped into the information age, and an interactive network platform should be established in community governance to establish the communication between community autonomous groups and government administrators. Liu Honglin, School of the CPC Shanghai Municipal Committee, proposed to form a national integrated Internet building network including organizations at all levels on the basis of big data and cloud computing, so as to promote the efficient implementation of the building work, and combine the innovative thinking mode of the "Internet Plus" era background to innovate building work and solve the difficulties in the building.

4. Progress and Effectiveness of Promoting "Internet+" Grassroots Governance

This paper takes Baoan District of Shenzhen City as an example to study the innovation mode of promoting "Internet Plus" grass-roots governance. The progress and effectiveness of Bao 'an District in promoting "Internet+" grass-roots governance are mainly reflected in the establishment of big data center and refined management system, committed to open up data sharing, and realize the transformation of information island into data integration. To build the smart government O2O model, Baoan District is committed to breaking the service boundary, to realize the masses to run errands for data. The smart grid system is established, and it is committed to reforming grid pattern to achieve overall coordination and accurate grid. "Internet+" goes deep into street law enforcement, work safety, emergency management and fire safety, aiming to replace debris management and achieve holistic governance and network synchronization [5].

4.1 Construction of the "Internet+" infrastructure platform

In terms of "Internet+" infrastructure construction, since 2013, Shenzhen has started by building an information technology infrastructure platform, taking the breaking down of information islands as the key, exploring and practicing data collection, data sharing and data application, and providing a strong data platform to support the use of "Internet+" information technology to improve grassroots governance. The "Internet +" information technology means to enhance grassroots governance ability to provide a strong data platform support. As the first national "Broadband China" demonstration city, Shenzhen has achieved "100 megabit to the home, 1,000 megabit to the enterprise, 100 meters of optical access". Baoan District has laid a total of 1,500 kilometres of optical fiber, with a total of 28,000 fiber core kilometres, covering all government organs and institutions and dispatched institutions in the "district-street-community", with 807 connected units and more than 30,000 terminals connected to the network.

4.2 "Internet+" grassroots government services

In 2016, Shenzhen issued the Implementation Plan for Promoting "Internet plus Government Services" and "One-door, One-Network" government Service Mode Reform to comprehensively promote "Internet plus government services" and "One-door, one-network" services. All districts of

the city actively promoted the construction of district, street and community government affairs service halls, carried out upgrading, site selection, hardware and software installation, personnel recruitment and training, and improved systems and norms, constantly expanded the service capacity of physical halls, and improved the grassroots government affairs service system. Since 2017, Baoan District government service innovation has been awarded the "Fourth Southern Capital Neighborhood word-of-mouth List Gold Medal", the most popular sense of grassroots reform ten cases. In promoting the innovative mode of "Internet + grassroots government services", Baoan District takes "two offices and two centers" as the specific starting point to form the O2O mode of government services, integrates the administrative examination and approval service items into one door and one network, realizes one window through one station, and builds an all-round government services system in which enterprises cannot go out of the district and individuals cannot go out of the street.

4.3 "Internet Plus" grassroots community governance

Shenzhen takes the building at the grassroots level as the guide, gives play to the role of multiple subjects in the community, expands the channels of community participation and co-governance through community governance platform, wechat and other information channels, changes the single-management mode of overhauling, and speeds up the process of community modernization. On the other hand, the Bao Antong APP developed by Bao'an District has played a huge role in promoting the realization of grassroots community governance.

5. Problems in promoting "Internet+" grassroots governance

In promoting the innovation and exploration of the "Internet+" grass-roots governance model, Baoan District has effectively integrated various data resources, reasonably changed the administrative examination and approval mode, and improved the intelligent level of public services. It has expanded the channels for residents to participate in community governance, opened up information sharing between the government and residents in community service affairs, formed a pluralistic and co-governance model of community governance, promoted the coordination of blocks and blocks, and maintained the safety of the masses. However, due to the shackling of traditional system, departmental interests, and the lag of system and platform construction, there is still a huge space to expand the "Internet Plus" grassroots governance.

The depth and width of "Internet+" grassroots governance depends on the perfection of each system platform. Giving full play to the utility of Internet data platform is an important starting point to improve the modernization of grassroots governance system and capacity. Although multiple system platforms have been established in Bao'an District, the construction of some system platforms is still not perfect, and there are still intelligent and insufficient phenomena in functions. Its role is uneven, and even some of the functions and data between platforms overlap. Although Baoan District's web project, "Internet Plus" action plan, Smart Bao 'an construction plan, and big data development action plan clearly specify the use of information technology to promote social governance, the construction of relevant information platforms still has some imperfections. Although a large number of government related data information has been collected into the database, but the effective development and utilization of such data information is relatively lagging behind, the corresponding supporting intelligent analysis, intelligent decision-making and convenient applications have not caught up, and the mechanism of intelligent management and innovative services based on data analysis and data mining has not yet been formed.

The sharing and integration of data and information is a key foundation for enhancing the intelligence of grassroots governance. Baoan District has made progress in promoting information

interoperability and sharing, but there are still problems of fragmentation of information systems and resistance to information sharing. Firstly, the government information system is managed in a piecemeal manner, with strong sections and weak blocks. For a long time, each business department in Baoan District has established its own information system, which is relatively independent in terms of project funding declaration, incident business needs and development and operation processes, so information data cannot flow with each other and information resources cannot be shared, especially because the central and provincial comprehensive governance department information systems are independent and difficult to interface, which objectively creates obstacles for data circulation. Secondly, data collection standards are not uniform and data quality is poor. Most of the current information collection is still at the stage of manual input, and the standard of data information collected by various departments in Baoan District is inconsistent and irregular, and the overall quality of data is poor, which in turn makes it difficult to achieve data sharing and data application.

The Internet reconstructs the relationship among government, market, society and individuals, subverts the traditional governance model, and emphasizes the coordinated promotion of multiple subjects. However, in the process of promoting "Internet Plus" grassroots governance, there is still a single governance subject and a lack of motivation for grassroots workers. First, the main body of governance lacks diverse integration. Although the concept of pluralism and co-governance has been advocated, the current "Internet Plus" community governance still remains in the stage of a single subject dominated by the government, lacking pluralistic consultation and co-governance. Second, grassroots workers lack motivation. At present, the overall education of grassroots community workers is generally low, and the information literacy is relatively low. Many staff can only master basic computer operations and some simple documents, and stay in the input system, preliminary investigation stage, it is difficult to adapt to the information requirements of "Internet +" grassroots governance, resulting in the use of "Internet +" technology for grassroots governance motivation consciousness is not strong.

6. Policy suggestions for deepening "Internet+" grassroots governance innovation

In promoting the study of innovative models of "Internet+" grassroots governance, we should make full use of the new generation of information technology based on "Internet+" thinking, combine big data mining and application technology, and highly integrate the old factors of grassroots governance with the Internet. The overall objective of the study is to establish an innovative model of "Internet + grassroots governance", to explore a new model that is closely integrated with the requirements of the "Internet +" era, incorporates the characteristics of the Shenzhen SAR and conforms to the laws of socialist development with Chinese characteristics. The overall objective is to adhere to the basic principles of problem-orientation, data-driven, people-friendly and efficient, and institutional protection [6].

In terms of overall objectives, the first is to diversify the subjects of grassroots governance. We will break the traditional single-principle governance model and establish a pluralistic grassroots governance body, using the "Internet+" to break the old and establish the new, introducing the masses, spontaneous self-governance organisations, enterprises and other pluralistic subjects, reshaping the role of the government, calling for public participation and social coordination, and realising the transformation to a governance pattern of rule of law and shared governance. Second, the effective integration of grassroots governance resources should be realized. By using information technology, big data thinking and the power of the Internet platform to optimize the allocation of resources for grassroots governance, we can achieve a major linkage of resources and integration of social resources, forming a governance model with coherent top and bottom and

cross-sectoral synergy. Third, to achieve the precision of grassroots governance objectives. Relying on network technology, we promote efficient data collection, strengthen data sharing and integration, deepen data application, improve governance decision-making and risk prevention, enhance service wisdom and intelligence, and achieve the precise governance objectives of "Internet+" grassroots governance. Fourth, the accountability system for grassroots governance should be implemented. We should optimize governance institutions and mechanisms, and establish a systematic, standardized and clear responsibility system based on the Internet+, so that the boundaries of responsibility for grassroots governance are clearly planned and implemented, and a corresponding system of monitoring mechanisms is established.

In terms of basic principles, one is to adhere to problem orientation. In line with the development trend of the times, we will focus on the core issues of grassroots governance, make full use of the thrust of the "Internet+", make good top-level design and analysis, target the core difficulties, make up for the shortcomings, address the real demands of the masses, and enhance the accuracy of grassroots governance. Second, adhere to the data-driven. Promote data integration and sharing, strengthen data association and convergence, promote big data mining and big data application development, realize the intelligence and wisdom of grassroots governance, make accurate decisions based on big data analysis, make intelligent services based on big data mining, innovate governance mode, and enhance the efficiency of grassroots governance. Thirdly, we will insist on the convenience and efficiency of the people. Taking public opinion as the guide, using "Internet+" means, developing various management service application systems and platforms, changing the masses to run errands instead of data, increasing the convenience and efficiency of access to services, and enhancing the public's sense of access. Fourth, adhere to the system to ensure. We should insist on using rules and regulations to solidify the practical foundation of "Internet+" grassroots governance, insist on using systems and regulations to solve the problems faced by "Internet+" governance and promote "Internet+" grassroots governance with institutionalization and security.

7. Conclusion

Promoting the innovative mode of "Internet+" grassroots governance is a new requirement and challenge to social governance in the age of technology and information. From the smallest of people's clothing, food, housing and transportation to the largest of national strategic policies, all have been affected by "Internet+" technology to varying degrees. This paper takes Shenzhen Baoan as a case study, which can serve as a catalyst for research in the field of public governance, a reference for the national promotion of "Internet+" grassroots governance, and a guide for the future development trend of "Internet+" grassroots governance in China.

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