

# Research on The Integrated Construction of "Internet + Government Services" Under Big Data

Chuanli Wei<sup>1</sup> Zhangyu Dong<sup>2</sup>  
624446286@qq.com, dongzhangyu0923@163.com

Harbin University of Commerce, Harbin, Heilongjiang, China

**Abstract:** According to the 14th Five-Year Plan and 2035 vision, the key to building an intelligent government is to combine the efficiency of digital government services with the comprehensive promotion of government operation processes and service methods. Through to the "Internet + e-government service" integration of the analysis of the necessity and construction logic structure, aimed at the present stage big data in the "Internet + e-government service" unbalanced development, the contradiction between supply and demand of information channels and function is not perfect, the Internet technology and government management, public service, and puts forward corresponding countermeasures. Local governments to continue to play the effect of the integration of governmental affairs service platform construction, adhere to the implementation of "Internet + e-government service" the standardized, systematic, construction convenient, put the specific service mode from "announcement" static mode to "online" dynamic application mode transformation, all-round popularization more service items, peace of mind, a run on the net. From the service level, it has pointed out the specific direction and clarified the way forward for the systematic construction of the new development pattern of government services in the 14th Five-Year Plan.

**Keywords:** Electronic government affairs; Internet +; E-government services; Construction of integration; governance by government

## 1. INTRODUCTION

The government's information office mode has always been organically combined with the Internet, and in the past, it focused on the government. Since the concept of "Internet plus" was first proposed in China in 2015 [1], combined with the increase of information technology, including hardware, network equipment and software (see Figure 1), The concept of "Internet plus government services" was put forward in the Government Work Report in 2016, and e-government has gradually been introduced to the public. Domestic e-government has gone through three stages: e-administration, e-service and e-society. The e-administration stage is within the government, mainly to improve the administrative efficiency and performance ability of government departments [2]; The e-service phase focuses on civil servants to lay a solid foundation for them to serve the public and enterprises. This is the "Internet plus Government Services" phase. The stage of electronic society is the key field of integrating e-commerce and social information at a higher level in the future.

According to the concept, it can be divided into two aspects: one is oriented to Government departments, that is, "OA" (office information system), which serves government departments and civil servants; the other is oriented to the people, that is, "G2B" (Government to Business,

Government services to enterprises) and G2C (Government to Citizen, government services between the government and the public) [3]. "Internet plus Government Services" is to make good use of the Internet to serve the government, enterprises and the public.

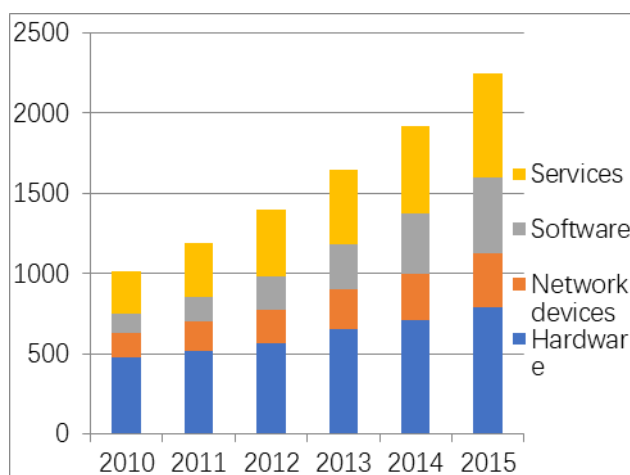


Figure1 Composition of E-Government Market, 2010-2015 (Unit: 100 million Yuan)

In this context, although the government's work mode of government affairs service has changed to a certain extent, and the administrative efficiency has been improved, there are still defects in some aspects of service, which affect the ability and level of the government's external service to different degrees, and is not conducive to the building of the benign image of the government. Therefore, how to grasp the current development momentum of "Internet + government services" and improve the current situation, it is necessary to integrate the national work guidance and public policies, and take effective measures to solve the problems in government services in a timely manner.

## 2. The necessity of the integration of Internet and government services under big data

### 2.1 Optimization of government functions and promotion of intelligent government

As the most basic level of social "Internet + Government Services" is the application of a new government governance tool, which uses mobile information technology and Internet technology as the medium to accurately connect government services and citizens' needs, coordinate online and offline services, simplify government service procedures, and enhance the interaction between the government and citizens [4]. With the continuous expansion of the domestic e-government market (see Figure 2) and the expansion of the scale of online government users (see Figure 3), the efficient response and interaction between public services provided by the government and government services needed by citizens is, to a certain extent, the reform and upgrade of the government governance mode, with intelligent as the core. From the government and government, government and society to the transformation of the service model between government and citizens. According to the application of local government in Internet

technology, the benign transformation of administrative ecological environment can be promoted, so as to optimize government service functions, reduce administrative costs, improve administrative efficiency, and adjust the initiative, overall planning and coordination in the process of governance.

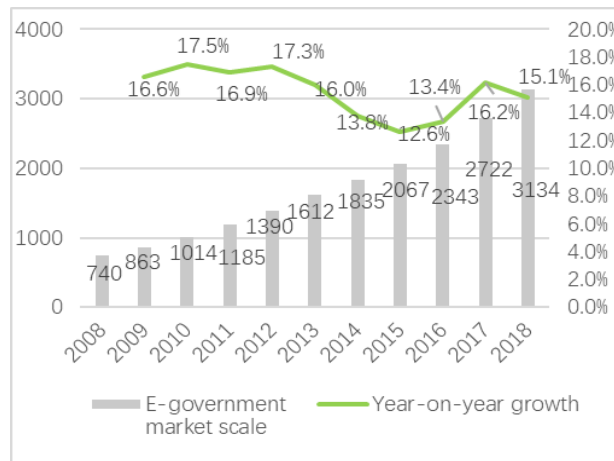


Figure2 China e-Government Market Size and Growth Rate, 2008-2018 (Unit: 100 million yuan, %)

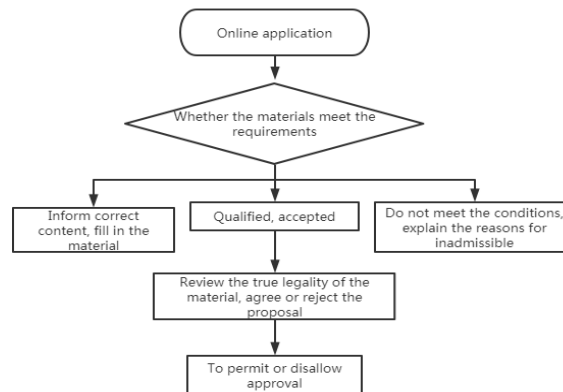


Figure3 Online Processing Flow Chart Template

## 2.2 Network collaborative governance and change of traditional administrative service mode

First of all, the combination of networking and collaborative governance is a process of promoting the government governance mode from fragmentation to networking and from centralization to democratization based on government website platforms such as big data, cloud computing and Internet of things, which can effectively integrate social external influencing factors into the platform organization. It has a positive impact on the exploration of comprehensive implementation of governance model and governance system (see Figure 4). Under the government affairs data sharing mechanism, the "cross-provincial general office" service

has been connected to 100 high-frequency service items and nearly 20 billion convenience items that can be handled across provinces, with a cumulative page view of more than 8.3 billion times. It has been involved in 5,951 government departments at all levels nationwide, and supported government affairs data sharing for more than 300 billion times.

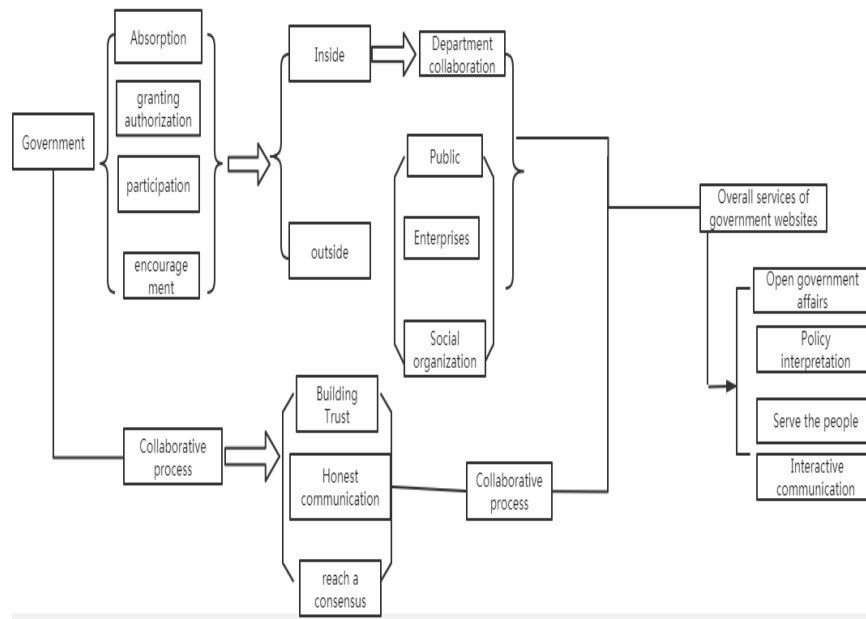


Figure 4 Networked collaborative governance system

Secondly, the traditional administrative service model has rigid management and is passively limited to offline entities, while the "Internet + government service" can take into account the streamlining of citizens' affairs and the simplification of processes on the Internet. As of the end of 2021, in the provincial administrative licensing item, 90.5% of the items acceptance on the net and run a "most", 56.36% matters to achieve the online examination and approval and zero run, the comprehensive realization of government services and civil demand of efficient communication, makes the service mode of the government from the low level of administrative management to a high level of active management.

### 3. Problems and challenges of the integrated construction of "Internet + government services" under big data

#### 3.1 The digital divide still exists in government service capacity, which is strong in the east and weak in the west, strong in the south and weak in the north

According to the data analysis of the provinces in the seven regions in 2021, the overall index of the integrated government service level in East China was 93.06, relatively the highest, and kept the lead of seven regions, while the northwest region was 80.09, with a large gap. Overall, all regions showed an upward trend of development, showing a trend of the eastern region

leading the way and balanced development of all regions. However, due to the influence of regional environment and economic foundation, there is a big gap in the capacity of government services between the eastern and western regions, and there is still a distance between the popularization and equalization of government services.

Due to the uneven development level of government services and infrastructure construction in various regions, it is difficult to give full play to the overall efficiency of information platforms and systems, and there are still differences in groups, requirements and number of matters. Especially with the increasing aging (see Figure 5), the need for Internet plus government services is to facilitate all groups, while the digital divide leads to confusion for vulnerable groups such as the elderly and the disabled, which should not be excluded from the development of e-government.

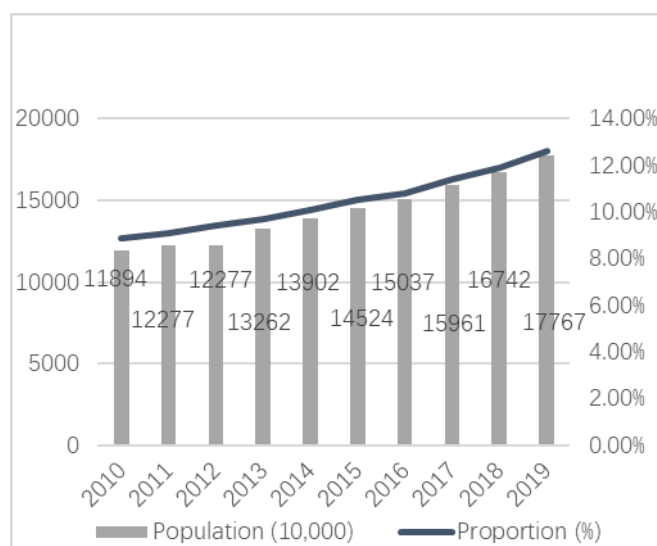


Figure 5 Trend of Proportion of population aged 65 and above in total population in China from 2010 to 2021 (Unit: 10,000, %)

### 3.2 The supply and demand of local government government service data are contradictory, and the information quality is not high

There are also contradictions that local government departments can't get all or the data, and no one asks for the data provided by the departments. There is an overall mismatch between the supply and demand of data sharing [6]. According to the evaluation results of the second phase of government information system integration and sharing of The State Council, in 2019, the opening ratio of data interface provided by departments of The State Council was 13.18%, the ratio of information directory connected data was 56.17%, and the task implementation rate of shared responsibility list was 53.43%. The amount of data shared by regions and their governments through data sharing platforms only accounts for 27.5 percent of the total.

The data and system model of different regions are not unified, and the department orientation of data is still dominant. In the 32 cities and municipalities that carried out data sharing, the problem of incomplete and incomplete data accounted for 56%, information provided through

multiple channels, inaccurate and not timely synchronized accounted for 38%, and 27% of the official media update problems also reduced the effectiveness of data sharing.

### **3.3 The content guarantee mechanism needs to be improved, and the adaptation of functional channels is not perfect**

According to the analysis of The State Council's inspection of government websites and media in 2020, 328 government websites (including 153 portal websites) were inspected, accounting for 2.3% of the total number of government websites in operation in the country, and the overall qualified rate was 91.8%. The overall performance was good. But from microscopic view, information is not updated, service is not practical, interactive response problems still exist in the individual government website and e-government new media businesses, such as "zhejiang province, zhejiang province highway" weibo has not updated for three years, the national food and reserve "country store in guangdong" WeChat public, since opening in 2017 released only 6 pieces of information, and has nothing to do with the job responsibilities.

In addition, 52.3% of the government portal websites selected for inspection had problems with non-standard guidelines and incomplete content, and a small number of websites still did not establish channels to listen to public opinion and collect public wisdom. It was difficult for enterprises and the public to handle affairs and consult policies online. Although 98% of government websites have policy interpretation columns, only 63.4% of them can interpret related policy documents and release them in tandem. 45.1% can reply to simple and common consultation within 5 working days, and 20.3% can reply within 1 working day. The reply is simple and takes too long, which is difficult to meet the daily questions of the public.

## **4. Solutions to the integration of Internet and government services under big data**

### **4.1 Uphold the concept of integrated construction and focus on the user experience of vulnerable groups**

Adhere to the concept of holistic service improvement, always adhere to the national government service platform as the core, strengthen the online and offline integration of government information resources between the upper and lower levels of government service websites at all levels [5]. In the continued ascent of department of the local district government affairs service ability at the same time, improve standard system of unified collective service ability, around online business difficulties, both characteristics of personalized service mode, and adhere to the basic function and the national government service platform, make people feel the convenience of "which".

In terms of service supply, we should give consideration to the universal application of digital services for the majority of people, so that Internet technology and digital dividends can benefit the people, and continue to consider the approval of services for the minority. While comprehensively promoting systematization and standardization, we will take care of the usage habits and service needs of special personnel such as the elderly and people with disabilities, promote age-appropriate and barrier-free services on the platform, improve the service level of nearby services, streamlined services and priority services, and promote the popularization of smart government affairs in rural areas and at the grassroots level.

#### **4.2 Establish a coordination mechanism for government data supply and demand, and promote the construction of government big data system**

Adhering to the data-guided development strategy, the administrative data management responsibilities of various departments are clarified, and the trinity of technology, data and business is accelerated to achieve cross-level and cross-department collaborative governance and efficient service. Government service data will be shared to relevant functional departments on demand, so as to improve the application efficiency of the applicant and the service efficiency of the personnel receiving and approving other related matters, and promote the optimization and reorganization of government data and management process. Build a national integrated government big data application system centered on data standardization, which is safe, reliable and cooperatively managed, and comprehensively guarantee the practicability of data sharing.

We will improve supporting resources for government data sharing. The establishment of database and sharing platform is only a technical application. The establishment of government affairs data system also depends on the innovation of government affairs service mechanism and the perfection of supporting laws and regulations. Establish a long-term cooperative working mechanism, improve the government data system, set up corresponding professional management institutions, and use the system to build a service and guarantee platform for data sharing.

#### **4.3 Strengthen the content construction of government websites and consolidate the functional foundation management**

The promotion of government affairs services on government websites is to enhance the quality of information on the basis of timely update of information content, ensure the openness of decision-making, implementation, management, service and results, and make it easier for the people to obtain information content. The construction of the content also includes the release and interpretation of important decisions and arrangements of the central government, the coordination and linkage between various government departments and the official media of government affairs, the smooth response channels of government affairs in an all-round and multi-channel way, and the effect of interaction between the government and the people.

We will optimize government services through the whole process, improve the online experience of government websites and new government media, promote the same source of data and the same root of services, and achieve one certification and one connection. The whole chain of government affairs content management will be strengthened, and a comprehensive, accurate and dynamically updated basic information base will be established by relying on the national government websites and the government affairs new media reporting system. We will strengthen the mechanism for managing the launch, logout, and cancellation of new media in government affairs. We will orderly clean up and integrate formalistic problems at our fingers, such as "zombies" and "empty shells", which are strongly complained about by the public, and effectively reduce the burden on the community.

## 5. CONCLUSION

Under the background of the modernization of the national governance system and governance capacity, Internet Plus government services organically combines government services with the concept of technological development, and continues to make government services intelligent and integrated. Under the condition of coordination of government affairs and technology, as a whole concept, technology, system innovation, optimize the relationship between the government and society, government and the government, pay attention to humanistic value and transformation of the integration of new trend in modern society, so as to realize the local government "Internet+" data to decision making and management in the construction of e-government service intelligence development, We will improve the effectiveness of Internet plus government services for local governments.

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