

Research on Government Collaborative Governance from the Perspective of Internet + Big Data -- Taking the Marine Ranch Leisure Fisheries in the West Coast New Area of Qingdao as an Example

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Abstract

In the rapidly developing environment of the Internet, collaborative governance has become an essential part of government work. Therefore, how to integrate the Internet with social governance to achieve collaborative governance has become a significant and urgent research topic. Through the case study and research of leisure fishery in the West Coast New District of Qingdao, we can find that the development status of Internet + collaborative governance is not timely and the problem of big data analysis tools is insufficient. Through suggestions on governance concepts and collaborative governance, big data analysis tools and collaborative governance, it is hoped that collaborative social governance can break through existing difficulties, integrate the power of multiple social entities, achieve synergy of governance, and move toward good governance.

Keywords

Collaborative governance; Internet + big data; governance; recreational fisheries.

1. Introduction

"Internet +" represents a new form of economy, referring to the integration of the Internet and traditional industries based on Internet information technology. [1] To achieve economic transformation and upgrading by optimizing production factors, updating business systems, and restructuring business models. Yu Keping once pointed out that "co-governance" refers to the use of public power to maintain order and meet the public needs within the established scope of official or civil organizations. The fundamental reason is how various systems correctly guide and regulate the active or passive behavior of the public, and most effectively protect the legitimate rights and interests of the public. Therefore, governance itself is a public management activity and public management process that determines that it should include public power, management practices, governance methods, and mechanisms. That is, the government, social organizations, and institutions carry out multi-dimensional cooperation and collaborative governance, and pursue the process of management optimization. [2] "Social governance" refers to the organization and reliance of the people of all departments and units under the unified leadership of party committees and governments at all levels. [3] Therefore, we urgently need to solve the problem that the governance concept is not updated in time, the big data analysis tools are insufficient, and the institutional mechanism lacks innovation. We will combine collaborative governance with the Internet, integrate the power of social pluralism, achieve the synergy of collaborative governance, and ultimately move towards good governance in society [1].

2. Literature Review

First, governance theory is the result of various factors driven by the acceleration of globalization, the rise of new public management, government failure, market failure, increased

social complexity, and the growth of public service demand in the international community. James Rosenau has pointed out that there is a significant difference between governance and government rules: the management mechanisms in a range of activity areas, although not formally authorized, can still function effectively. The main body of these management activities is not necessarily the government, nor does it have to rely on the coercive power of the state. [4] Compared with government rule, governance has more connotations, including government and informal non-governmental mechanisms. In addition, Stoke stated that "on the one hand, part of the governance behavior comes from the government, but it is not limited to the government's social public institutions and actors; on the other hand, when seeking solutions to social and economic problems, governance is at the border, and There are ambiguities in responsibility. The boundaries and responsibilities between the state and society, between the public and private sectors, are increasingly blurred."

3. Case Study of Internet + Collaborative Management of Leisure Fisheries in the West Coast New Area

The problems existing in the development of marine pastures can be broken down into the following four parts: First, the lack of overall planning has led to severe homogenization of marine pasture construction, lack of characteristics and effective performance. Therefore, we must first do an excellent job in the overall planning of the waters in the planning and layout of the waters, site selection, construction scale, and artificial reef engineering design, taking into account economic and ecological benefits.

Second, there is no reasonable use of the Internet + big data, lack of scientific and technological support. The scientific research foundation is weak, lack of relevant scientific research talents, science, and technology support lags behind development needs, technical system and platform construction are imperfect, and key technologies and safeguard measures are incomplete. The development concept and construction standards of marine pastures are not uniform, the investment in scientific research is insufficient, the overall level of scientific research is relatively lagging, and the combination of production, education, and research is not close. [5] Lack of scientific research institutions and platforms, no independent technical system, insufficient technical reserves in the industrial chain, excessive dependence on aquaculture, artificial fish and coral reefs, and no national research institutions and research platforms.

Third, the level of government coordinated governance is relatively low, and the support is small, resulting in uneven regional development, insufficient capital investment, difficulty in forming economies of scale, low comprehensive benefits, and low level of industrialization. The combined effect of government and private investment is not Good, seriously affecting its actual effect.

Based on the development experience at home and abroad, the following suggestions are proposed for the short-board construction of Qingdao West Coast Marine Ranch. First, strengthen Internet + technology support. Do a good job in scientific planning and construction guidance, speed up the construction of marine pasture construction standards system, increase marine ranch technology research, close cooperation between industry, universities and research institutes, accelerate the transformation of scientific research results, and strengthen marine pasture monitoring and effect evaluation. [6] Again, increase financial support at the level of government governance. The state needs to give more financial support, increase the propaganda of its functional benefits, encourage enterprises and civil society organizations to invest, and cause more social attention. [7] Finally, the government needs to strengthen the support of big data monitoring systems, establish and improve ecological economic and social benefit assessment mechanisms, and regularly organize performance evaluations and special inspections.

4. The Challenge of Internet + Government Collaborative Governance

With the advent of the Internet + big data era, there have been many earth-shaking changes in social life. It also brings a series of difficulties and challenges, mainly in the following aspects.

(1) The concept of governance is not updated in time. Internet+ is the trend of the times. Integrating Internet+ into collaborative governance is an unstoppable trend, and it is also a clear direction for coordinated development and progress. Therefore, in the process of pursuing "good governance," it is necessary to enhance the concept of cooperation and innovation. Also, new technologies such as cloud computing, big data, and the Internet of Things on the Internet provide the conditions for "Internet +" in social governance innovation. For the increasingly complex social and economic environment, it is necessary to change the concept and apply more intelligent resources and innovation capabilities to social governance innovation. Therefore, the application of "Internet +" in China's social governance innovation is an inevitable trend. We should not exclude but should actively adapt to this trend and strive to achieve "good governance." [8]

(2) Insufficient Big Data Analysis Tools In the context of Internet + big data, collaborative governance requires mutual sharing, functional integration, and effective use of social resources. However, for a long time, the government has dominated the vast amount of information resources in the society. Big data information is almost monopolized. Therefore, the public and enterprises have limited access to big data information resources. Also, the analysis tools are insufficient, and the technology update is not as good as the Internet + big data. The speed of development, the big data platform has not yet formed a positive interaction with social governance. [9] Therefore, whether the government is willing to open up the information and the form and scope of openness, and promote the construction of Internet + governance data analysis tools to the greatest extent, dramatically affects the enthusiasm and efficiency of other governance subjects. [8]

5. Research on Government Collaborative Governance under the Internet + Environment

(1) Governance Concept and Collaborative Governance Innovation, the government, should be the "balancer" of the game of social interests and avoid social damage at all levels from compromising collaborative governance. The government should change the original concept that traditional technology has an absolute advantage in information, break the monopoly of social information resources, and integrate various social governance systems. Roots' governance definition has pointed out that governance as a self-organizing network refers to a social coordination network based on trust and mutual benefit. [10] Therefore, it is necessary to timely enhance the government's ability to coordinate governance and update the concept of collaborative governance, to play the decisive role of Internet + big data in government collaborative governance. Therefore, the traditional vertical administrative governance model no longer adapts to the development of the times, and the change of concept is the basis of government collaborative governance innovation under the Internet + environment.

(2) Big Data Analysis Tools and Collaborative Governance Innovation Governments should enhance the transparency of social information in the big data environment, so that governments and other social forces can understand each other's interests and positions in full information exchange, thus achieving common governance goals. Therefore, the government collaborative governance model is an inevitable trend from traditional labor to intelligence. The first is the intelligentization of talents. With the support of intelligent big data resources and talent teams, the Internet + big data think tank team is established.

In different organizations, data work, such as the development of relevant APP, government microblogging, government WeChat public number and other related network data media and big data analysis tools, relying on these tools to promote government affairs and other work. Provide intellectual support and technical services for the coordinated management of the government.

6. Conclusion

The research on collaborative governance under the perspective of "Internet +" big data is a research field worthy of in-depth study and innovation. This paper studies from the perspective of collaborative governance, and takes the current situation of marine pasture leisure fishery in the West Coast New District of Qingdao as a case study. On this basis, the paper proposes the current innovation model of Internet + big data collaborative governance, how to solve the problem that the governance concept is not updated in time, and the big data analysis tools are insufficient. Through the corresponding suggestions, it is expected that collaborative social governance can break through existing difficulties, integrate the power of multiple social entities, achieve synergy of governance, and move toward good governance in society. The "Internet + Big Data Collaborative Governance" model discussed in this paper explores the realistic needs of an economic, cultural, and social development that is in line with the actual national conditions by using the Internet + big data thinking method and combining the powers of the three parties of the government, society, and enterprises. Collaborative governance and collaborative development path. The government needs to adapt to the development trend of "Internet + Big Data," seize opportunities, and break the monopoly and departmental obstacles. Reform from the concept of governance and collaborative governance innovation, big data analysis tools and collaborative governance innovation, actively explore the perfect combination of "Internet + big data" and collaborative governance, to achieve social coordinated governance, and ultimately achieve the goal of "good governance."

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