

The Problems and Optimization Path of Government Cloud Platform Construction

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Abstract

Governance theory in the digital age is an important theoretical basis for digital government governance. The construction of the government cloud platform has an important impact on the level of digital government governance. Analyzing the practice in Nanping City, Fujian Province, we can find that this practice has achieved a lot of actual results, but it faces some problems: there are fewer service channels and service methods; it has not effectively met individualized demands; some service content and related information have not been updated in time. The main causes of these problems are: the lack of science in the top-level design; the outdated ideas of the relevant personnel; and the insufficient diversified participation. From the perspective of prospects, the construction of the government cloud platform will be further optimized. The main paths to achieve this goal are: optimizing the top-level design; innovating the concepts of relevant personnel; and strengthening diversified participation.

Keywords

Government affairs cloud platform; Digital government governance; Nanping City.

1. Preface

After entering the new era of the 21st century, with the development of intelligence and informatization of the Internet, "big data" and mobile communications, our lives have shown profound changes everywhere. These technological innovations have allowed people to change their original specific ways of working, studying, living and entertainment. To a certain extent, as the public's awareness of autonomous participation in government governance and the ability to participate in political life and discuss political issues have improved, correspondingly, challenges have been raised to the government in terms of serving the people and methods, how to use the rapid development of information Technology to improve and improve the efficiency of government work and services has become an important area that has attracted more and more attention from governments around the world. In keeping with the development of the times, governments at all levels and countries continue to innovate, explore, and accelerate the construction of the region's government cloud platform. They want to rely on the development of the modern Internet, "big data" and mobile communication technology to provide more convenience for the society and the people. , A more efficient and intelligent public service platform.

The foreign academic circles' research on the government cloud platform focuses on several aspects: First, the factors affecting the development of the government cloud platform. Kushchu (Kushchu, I, 2004) analyzed the reasons why the government cloud platform has received widespread attention from the masses and succeeded, focusing on the analysis and summary of the platform's success factors. In 2006, Al-khamayseh (Al-khamayseh) found that the government cloud platform has its own mobile attributes and convenience, and emphasized the decisive role of user needs. Second, the construction content of the government cloud platform.

As early as 2007, the European Union held the "Second Mobile Government Seminar" for related content to solve related issues such as the implementation of governance platform technology and service targets. Many foreign scholars have pointed out in their research that the government needs to consider the relevant intentions of service targets in order to provide the government with more precise services. Third, the service content of the government cloud platform. Some scholars have proposed that the government cloud platform should continue to give more consideration to the happiness and tolerance of the masses (users) in order to meet the needs of the public.

The domestic academic circles' research on the government cloud platform focuses on several aspects: First, the current situation of the government cloud platform. Currently, Chinese government governance is in the process of transitioning from an "interactive phase" to a "transaction processing" phase in terms of digitalization. Luan Shaojun believes that the construction of a government governance platform should focus on facing the public, eliminate the differences in the development of regional government governance, and develop towards a low-cost, electronic, and intensive trend. [1] Second, the connotation and characteristics of the government cloud platform. Zheng Yueping and Huang Bohan believe that government departments use mobile informatization, big data and other technical means to carry out administrative management, and the interactive mode between the government and citizens is the trend of the times. [2] Third, the practical application of the government cloud platform. Li Yongzhong et al. summarized the cases of government cloud platforms at home and abroad, and concluded that there is a great need for the construction of government cloud platforms in society. [3] Wang Duo pointed out that one of the important contents of the government cloud platform is the government APP, which will become a new way of public service. [4] Fourth, the development trend of government cloud platform. In the era of digital governance 2.0, China's government cloud platform will be systematically constructed, and its service content will be more systematic and comprehensive.

At present, Nanping City has achieved many achievements in building a cloud platform for government affairs, providing experience and reference for some municipal cities to develop a digital governance platform, but it also faces some problems. Analysis of these situations can reveal the problems faced in this process. The reason for helping local governments in China to build a cloud platform for government affairs.

2. The construction of Government Cloud Platform: Theory and Status Quo

2.1. Governance Theory in the Digital Age

Chinese scholar Zhu Qianwei summarized in his book "Public Administration Theory" that Dunleavy's digital governance theory refers to the complexity of various changes in society, and information technology and its related applications occupy a dominant position in various changes. [5] Explaining that the governance theory in the digital age stands out because of its digital and informatization characteristics.

On the whole, the governance theory of the digital age advocates the effective use of digital technology in the process of government governance. The core content of this theory includes three parts: reintegration, holism, and digitalization. All three include many elements. These elements belong to "There are two levels of power structure remodeling and "realization form design". The power structure remodeling level is mainly manifested as centralization, network-based and communication development, and the realization form design level is mainly manifested as decentralization, database dominance, and information processing development. .

2.2. Current Status of Government Cloud Platform Construction

From a macro point of view, the current status of the construction of Nanping Municipal Affairs Cloud Platform is as follows:

First, Integrate and optimize, and promote the "one network to do one" in the palm of the hand. Nanping City makes full use of the existing resources-the computer terminal online service hall, adopts integrated access and unified development mode to integrate the city's administrative approval, public services, convenience services and other resources and mobile applications closely related to the production and life of the masses and enterprises, and promote "One window, one network" was built, and the "Minzhengtong" APP application was promoted. Its service content is numerous, relatively comprehensive, and covers a wide range. In terms of integrated access services, the completed service apps are integrated into the government cloud platform in batches by data docking, and a unified service port is provided first, that is, all government service apps are gathered on a unified government cloud platform, which is convenient for the masses. Service, instead of being dazzled by the numerous service software. For example, integrating the functions of electronic social security cards into the government cloud platform, using new technologies such as big data, cloud computing, and artificial intelligence, is the first in the country to realize the QR code payment for drug purchase functions, and is the first in the province to launch the "Social Security Electronic Certificate". The field of public services and administrative law enforcement enjoys the same legal effect as the entity license, which provides great convenience for the masses. In terms of unified development services, the city's newly added service applications directly rely on the development and construction of the government cloud platform, integrate them and use administrative means to prohibit the decentralized construction of departments. For example, integrating public service functions, integrating real-time public transportation, real-time road conditions, finding parking spaces, etc., provides comprehensive and coherent services to facilitate travel.

Second, Break down departmental "information barriers" with the aid of the government cloud platform. Nanping relies on the government affairs big data center to promote the digitization of the city's government and public resources: build a three-level integrated general approval platform for cities, counties and townships, and integrate basic systems such as government data aggregation, legal person database, and electronic certificate database to achieve joint construction and sharing, forming a "One person, one file", "one company, one file", to break the "information barriers" of various departments. When the masses handle related matters through the government affairs cloud platform, they will take pictures and upload relevant materials to the platform according to the platform's prompts. After the relevant departments of the pending items have checked and determined the authenticity of the relevant information on the government affairs data collection and sharing platform, they will directly process and handle them online. For example, when processing the purchase of housing provident fund, search for this business on the government cloud platform and apply for it. Follow the prompts to take photos and upload the photos of the owner's (my) ID card, bank card, and relevant housing invoices. The platform approval staff will go online directly After checking the relevant information and confirming it, if you apply during the working day, the applicant can put the housing provident fund in his bank card within an hour, very quickly. This operation has streamlined the application materials to 50%, and the processing time limit has been reduced to 1 hour. Compared with the previous processing and waiting at the window, it is a leap-forward development, and it also shows the superiority of the government cloud platform. In order to further improve and enrich the data resources of the government cloud platform, Nanping City connects with the provincial data center and establishes a three-level data resource sharing center mechanism at the provincial, city, and county levels to realize

information sharing among various departments, levels and different regions , To promote the efficiency of platform data usage.

Third, Strengthen the interaction between the government and the people with the help of the government cloud platform. Nanping City uses the government cloud platform to complete the settlement and feeds back the processing results to the requester). The public can use the government cloud platform to report problems, make demands or suggestions online, and the platform staff will promptly feedback and respond to the demands within a limited period. people. In request processing, the requester and other masses can see the whole process of request processing ("submit-transfer-handle-feedback-evaluation") through the government cloud platform, allowing the government to handle affairs under the supervision of the masses, and let the masses Online appraisal is satisfied; and for the difficult issues in the submission of appeals, clarify the responsible persons for the overlapping or unclear matters of various functions, effectively reduce mutual shirk incidents, improve the efficiency of the public to get answers, and greatly solve the many problems in the process of handling affairs by the public Difficulties, so that the reasonable demands of the masses can be answered satisfactorily, and the credibility of the government can be effectively improved.

Forth, Improve the operating efficiency of the government cloud platform. In order to solve the difficulties of the masses in handling affairs and improve the efficiency of public services, Nanping City took the lead in formulating and promulgating and implementing the provincial government service standards for "one trip without running" and "maximum one trip". In terms of "maximum one trip", for approval items that cannot be processed on the government cloud platform for the time being, an online work guide will be prepared in accordance with the window "one-time notification" standard, and relevant materials will be prepared according to the guide and processed at the designated administrative service center window; in In terms of "one trip without running", the platform issues personal digital certificates for free, and uses electronic signature services to easily handle matters to the masses, without the need to go to the window to handle it in person.

3. Government Cloud Platform Construction: Problems and Causes

3.1. Construction of Government Cloud Platform: Problems

Nanping City attaches great importance to the construction of a cloud platform for government affairs in the process of advancing digital government governance. At present, many achievements have been made in this area, but there are also some problems. These problems mainly include:

First, there are fewer service channels and service methods. The government cloud platform in some districts and counties of Nanping City has relatively few service channels and service methods, and has not built a dedicated APP. Some dedicated APPs have been built, but these APPs are not effectively integrated, which leads to different places to handle affairs. You must download and install the local APP. In addition, some APPs have already launched various services such as administrative approval, smart transportation, smart medical care, etc., but there are still few service channels and service methods, and they have not effectively met the individual needs of many objects in the process of digital government governance. During the operation of these APPs, there are still problems such as complicated pages, unclear instructions, and inability to redirect pages, which further reduces the service channels of these government cloud platforms and also has a certain negative impact on the use of service methods.

Second, it has not yet effectively met individualized demands. The digital public services provided by the government cloud platform are obviously diversified. From the perspective of this diversity, before the advent of the digital age, the demands of public service objects are

obviously characterized by diversity, that is, public service objects hope to obtain public services that are more in line with their own needs on the basis of obtaining basic public services. After the advent of the digital age, this diversity of characteristics is "mapped" into the virtual space, which has given birth to the diversity of digital public services provided by the government cloud platform. In the process of optimizing the construction of the government cloud platform, it is necessary to use the network to strengthen the connection between the government and the public, constantly adapt to changes in the times, and meet the service needs of the public, so that the government governance platform has meaning. Based on online information and offline resources, the government cloud platforms in some districts and counties of Nanping City are not yet fully matched, and the digital public services provided have failed to meet the demands of some governance objects.

Third, some service content and related information were not updated in time. Timely update of service content and related information will help improve the operating efficiency of the government cloud platform. Nanping City's government cloud platform has been able to provide multiple types of digital public services such as administrative approval, smart transportation, smart medical care, Hechang Tong, targeted poverty alleviation, and mass prevention and governance, effectively improving Nanping's digital government governance level and governance. The object's satisfaction with the government. However, it must be noted that there are many types of digital public services on these government cloud platforms, and the lack of classified management personnel in some government departments has caused some service content and related information on some government cloud platforms to fail to update in time, and a small number of governance objects are It is difficult to find the required information on the government cloud platform, which affects the experience and satisfaction of these governance objects to a certain extent.

3.2. The Construction of the Cloud Platform for Government Affairs: The Cause of the Problem

The main reasons for some problems in the construction of the government cloud platform in Nanping are as follows:

First, the top-level design is not scientific enough, which hinders the construction of the government cloud platform. Nanping City has set up a leading group in the process of advancing digital government governance. The members of the leading group are leaders of the party and government departments. This kind of member structure is not scientific enough, and to a certain extent, the top-level design of the government cloud platform is not scientifically sound. Most of the leaders of the party and government departments do not have the background of digital government governance research. In the process of building a cloud platform for government affairs, some experts and even some technical personnel have more say, and the scope of digital public service supply is digital. Government governance objects have more say, but these people are not included in the leadership group, and the leadership group did not effectively solicit opinions and suggestions from relevant experts, certain technical personnel, and digital government governance objects in the process of making certain decisions, which gave birth to government affairs. Some problems in the process of cloud platform construction.

Second, the obsolete concepts of relevant personnel hinder the construction of the government cloud platform. Some public officials involved in the operation of the government cloud platform are outdated and have affected the construction of the government cloud platform. For example, some public officials hold outdated concepts and believe that there is no need to build a government cloud platform to effectively provide digital public services. These public officials hope that government departments will still operate in many ways in the industrial age. A small number of public officials have weak service concepts and sense of responsibility. They believe that the operation of the government cloud platform is very cumbersome, and they are

worried about taking responsibility and not willing to take the initiative. Some public officials resisted the construction of the government cloud platform because the operation of the government cloud platform harmed their personal interests (machines replaced people's work). A very small number of public officials even believe that the public welfare sector, the private sector, and citizens are not required to participate in the governance process of digital government. Produce a negative impact that cannot be ignored.

Third, insufficient diversified participation is difficult to help the government cloud platform construction process. Judging from the construction of the government cloud platform in Nanping City, a small number of public welfare departments believe that it is difficult to participate in the construction of the government cloud platform (the difficulty is indeed not small), so they are unwilling to participate in this process; some private sectors believe that they participate in the construction of the government cloud platform It is difficult to obtain obvious benefits, so they are unwilling to participate in this process; a large number of citizens are non-netizens and lack the ability to participate in the construction of the government cloud platform. Citizens who are able to participate in this construction process are not necessarily willing to participate in this process, so citizens who participate in this construction The number is extremely small. In addition to the willingness and ability of these entities to participate, Nanping City has not yet effectively established a mechanism for participating in the construction of a cloud platform for government affairs. As a result, certain entities such as the public welfare sector, the private sector, and citizens who are willing to participate do not know how to participate, and it is difficult for them to participate. Effectively assist the construction process of the government cloud platform.

4. The Construction of the Government Cloud Platform: Prospects and Advancement Paths

4.1. Construction of Government Cloud Platform: Prospects

From the perspective of development prospects, in the process of building the government cloud platform, the Chinese government will: use modern mobile terminals to broaden service channels and develop service methods, especially using popular WeChat, Weibo, QQ and other communication forms to turn the government cloud platform into The public's "little assistant"; continuously expand the level of use of personnel, such as allowing vulnerable groups with visual and hearing impairments to also apply this platform, so that they can fairly enjoy the same service experience and quality. As a result, the government cloud platform can more quickly and comprehensively gather digital public services from the governance body and provide effective supply to the governance object, and give full play to the effectiveness of the government cloud platform.

4.2. The Construction of the Government Cloud Platform: The Path of Advancement

Optimize the top-level design. First, improve the scientific structure. The role of the "leader" has an important impact on whether the organization has cohesion, and the strength of the team has an important impact on whether the organization is strong. Improving the internal scientific structure can enable an organization to play a better, stronger, and larger role. Therefore, in the process of building the government cloud platform, it is necessary to strengthen the sorting and optimization of the top-level design, and continuously improve the scientific structure of the leaders and the leadership team (or the entire organization). First of all, we must pay attention to further improving the quality of leaders, so that leaders can grasp the overall situation, and maintain the stability and advancement of the leadership team. Secondly, it is necessary to integrate capable leaders into the entire organization or leadership

team to stimulate the effectiveness of the entire organization from the overall situation. Thirdly, according to the needs of the position, adapt to the development of informatization and network, constantly emphasize the youthfulness, knowledge and specialization of cadres in the organization, and build a team of professional and technical backbones and comprehensive coordinators. Second, meet the needs of rationalization. It is necessary to continuously break down barriers at all levels, incorporate suggestions from all levels, departments, and professionals, brainstorm ideas, and continuously meet the rationalization needs of all levels, in order to realize the information exchange and sharing of the entire large-scale pattern, sort out structural defects, strengthen the scientific structure of the structure, and continue to serve the general public. The masses provide quality services. Meet the rationalization needs of the government cloud platform for digital governance issues, accelerate the information circulation and resource integration between the government and society, create favorable conditions for the optimization of government decision-making and achieve community co-governance, and help the construction of the government cloud platform.

Innovate the concept of related personnel. First, enhance public service awareness. The governing body must firmly grasp the foundation of people's satisfaction with public services, and strengthen the public service concept of putting people first and users first. It is necessary to start more from the needs of governance objects, transfer more power to the governance objects, analyze, grasp and respond to the needs of governance objects; we must continue to be guided by the needs of governance objects, firmly grasp the needs of governance objects, provide personalized customized services, and provide Timely, accurate and convenient service guides to launch government-related public service undertakings; with the help of service informatization and networking, actively listen to feedback from governance objects, and timely improve and update related functions of the government cloud platform. Second, cultivate professional talents for the government cloud platform. General Secretary Xi emphasized at the Central Cyber Security and Informatization Conference in February 2014: Talents are the first resource of a country. In the process of building the government cloud platform, it is necessary to set up a dedicated department management platform to operate, rather than simply relying on multiple departments to lead the management; continuously increase policies to attract professional and technical talents, and increase the introduction of talents, especially technical and engineering talents; For professional talents, more technical research and design should be carried out instead of theoretical work.

Strengthen diversified participation. First, strengthen the construction of related mechanisms. Formulate and improve platform information release management methods, establish information release, feedback evaluation, acquisition and editing operations, etc., strengthen the content review and control of released information, organize the masses through the Internet, promote the masses, guide the masses, and serve the masses, such as access to charging pile services, Services such as health file query, medical insurance account purchase of commercial insurance, provident fund rent payment, online residence permit application, etc. Establish a response mechanism to online public opinion, and improve the collection, research and judgment, disposal and response systems. Broaden the channels of information sources, release local authoritative information in a timely manner, consolidate and strengthen mainstream ideological public opinion, release authoritative information as soon as possible in response to emergencies, public events and other public opinion hotspots, quickly respond to social hotspots, and promptly stop online false and false statements Propagate and spread, and correctly guide online public opinion. Second, improve user experience perception. For high-frequency matters in the process of government affairs processing, we should pay attention to the development of scene-based services, and efficiently guide the public to fill in online, take photos and upload materials, etc., to achieve "foolization" of mobile phone processing. Introduce advanced technologies such as big data and artificial intelligence to provide precise

and intelligent services, develop WeChat and Alipay applets to provide diversified services, continue to promote the interconnection of government cloud platforms, and continuously improve user experience and the convenience and effectiveness of government services. Continuously improve the interactive mechanism, establish and improve the platform operation, management, service, evaluation and other systems, focus on solving the prominent problems that the masses and enterprises report concentrated, and promote the establishment of a normal and long-term mechanism. Strengthen topic selection planning, establish and improve mechanisms for information acquisition, editing and publishing, service outsourcing, rewards and punishments, and public opinion handling to further improve the quality and attractiveness of information. To adapt to the trend of younger users and social mobility, continue to strengthen the operation and management of each module, increase interactive participation, and attract more young people to use the government cloud platform.

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