Intelligent Rural Community Social Governance to Promote Rural Revitalization

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Abstract: Aiming at the problems of insufficient popularization of rural social governance concept, poor information integration ability, intelligent supporting systems and service forms, and affecting rural revitalization, according to the collaborative governance theory, the main problems existing in the intelligent rural social governance are investigated, and the reasons behind the problems are analyzed, from three aspects of multiple governance subjects, intelligent governance tools and intelligent governance systems. This paper studies the intelligent problem of social governance in rural grassroots, puts forward the intelligent optimization scheme of rural grassroots social governance, and provides reference opinions for promoting rural revitalization.

1. Introduction

Intelligent social governance refers to the application of modern technology to social governance, predicting and coping with risks, and improving the efficiency of social governance. In most rural areas, there are problems such as lack of system and backward economy, insufficient investment in information infrastructure, difficulties in data collection and poor ideas, which affect social governance and rural modernization construction. It is necessary to deeply study the intelligent social governance of rural grassroots level [1].

The research results of intelligent social governance mainly focus on urban areas, and the research of intelligent social governance in rural areas is relatively few. Mansouri and other intelligent systems for social governance mainly have three levels, namely, human-governance institutions, physical facilities, and information data, [1]. Wen Lei and Wang Xinle combined the tools of rural social governance and smart governance. The intelligence of social governance is to digitize resources and realize information publicity, rural management popularization and scientific rural decision-making through the Internet [2]. Shcherbin A Gorbenkova There are big differences in smart economy, technology and social governance in different regions. Intelligent governance schemes conforming to actual conditions should be adopted [3]. Spitzer & Wimmer believed that improving the ability of the elderly to access public services through mobile apps was also one of the intelligent governance schemes [4]. Existing problems: poor application and popularity of research results.

Based on the existing research results and the theory of collaborative governance, this paper studies the intelligent social governance in rural grassroots, and puts forward optimization solutions from three aspects: multiple governance subjects, intelligent governance tools, and intelligent governance supporting systems. It will enrich the research content of intelligent social governance in rural grassroots and promote the creation of a good environment for rural revitalization.

2. Problems existing in the intelligent management of rural society

2.1. Insufficient participation of the main body of rural governance

From three aspects of governance subject, governance tool and governance system, this paper

analyzes the problems existing in the intelligent social governance of rural grassroots.

Rural grassroots social governance is the joint participation of multiple subjects, and the interaction between government departments and other stakeholders to understand each other's demands and limitations, and make joint efforts to create a better living environment. The insufficient participation of rural villagers seriously affects the discovery of rural problems, and naturally it is difficult to find out the causes of the problems. The survey found that only 20 percent of rural residents consider themselves the main body of rural governance, and most rural residents do not actively participate in social governance.

In addition to the government, village committee, other governance bodies, participation is not high. These units and enterprises, with a survey, 80% of the people do not understand the social governance intelligent policy and its content, governance enthusiasm is not high. The participation of foreign economic entities in rural areas, including agricultural enterprises and farmers' professional cooperatives, is not high. As farmers go out to work, there are more foreign enterprises that lease local land for agricultural production. There is a strong anti-foreign ideology in the local rural areas, and they are not willing to let them participate in village affairs. As a result of their own short-term management ideas, as well as the state of exclusion, leading to the participation of foreign economic entities is not very active.

2.2. Some intelligent functions are not working

The built intelligent way of social governance, when implemented to rural grassroots public services, often can not play a normal role.

Although a highly coordinated intelligent integrated processing center for social governance has been built, the main function that rural grassroots can normally use is telephone hotlines, and the use of other functions is more restricted. Villagers can directly call the 12345 hotline to report the problem to the government, and the relevant government departments will deal with it in the background, and directly contact the villagers after the completion, so as to ensure the unblocked exchange of information and continuous tracking of events. Villagers directly contact the legal specialist by telephone to obtain relevant legal advisory services.

Villagers are not familiar with intelligent terminals, and it is difficult to feedback problems through the intelligent interface provided by the government. For example, the psychological service guidance set by the intelligent terminal and the rights protection service of non-public enterprises cannot function normally. Hindering the progress of intelligent social governance.

Information response delay: the comprehensive governance center has not launched the public account or other civilian information interface, rural residents have been accustomed to the mobile Internet, can not directly reflect the problem to the comprehensive governance center, more rely on grid members and village committee members to reflect the problem, which to a certain extent, reduce the social governance intelligent response speed and real-time. Information processing delay: government processing time is long, delayed for several days or months, very dissatisfied with the response speed of government departments.

2.3. The depth and breadth of information dissemination is not enough

The dissemination of information subjects to service objects: the policy publicity is not enough, and most people do not understand the relevant policies and contents of social governance intelligence. A lot of personnel are required to participate in data collection and problem handling, and feedback and data collection on issues and supervisory opinions in grassroots rural areas are conducted through various channels such as the 12345 hotline, village committees, and government websites. It requires many people to participate in the practice of solving problems, provide certain ideas for solving problems, and help mediate conflicts. The information sharing between governance units is insufficient, the process of rural informatization construction is relatively slow, the progress of different departments is different, the technical standards of equipment, and the data interface of information systems are also different, which affects the information sharing and collaboration between departments.

Rural grassroots social management process is not standard. Horizontal collaboration among

multiple departments is difficult. The quality of the personnel is poor, and the lack of linkage and cooperation experience. Theoretically, the comprehensive governance center has a strong ability to restrict various functional departments, which can ensure the positive and orderly social governance of rural grassroots. Due to the non-standard process, the practice of various functional departments management confusion, such as the original information records are too concise, lack of details, can not analyze the reasons behind the problem. The transparency of the governance process is not high, and the data information processing, the time arrangement of problem solving, and the problem solving process are not technically open, so it is difficult to supervise the whole problem solving process.

3. Definition of related concepts and theoretical basis

3.1. Community-level social governance in rural areas

Rural grassroots social governance is defined as a process in which multiple subjects, including the government, villagers' autonomous organizations, the majority of villagers and other stakeholder groups, guide and regulate rural grassroots social affairs, social organizations and social life in accordance with the law through equal dialogue, communication and collaboration, and ultimately maximize public interests.

The content of rural grassroots social governance mainly includes four aspects: First, it is clear that the main body of social governance is multiple subjects, and the government has changed from the past social manager to one of the multiple subjects, while villagers and rural enterprises are also important social governance subjects. Secondly, social governance needs to seek the reconciliation of multiple interests. In the process of public decision-making, multiple subjects can fully express their interest demands, and reach consensus through consultation and communication between multiple subjects to form the final public resource allocation scheme. Third, social governance pursues the dual goals of people's livelihood and economic development, improving people's livelihood and serving rural economic development by providing good public services, and taking into account both fairness and efficiency. Fourth, we should promote the process and standardization of social governance, improve the transparency of public decision-making and public services through the participation, consultation and mutual supervision of multiple subjects, and ensure that the whole process of social governance is legal and compliant.

3.2. Intelligent Social Governance

Intelligence is one of the multiple means to modernize the social governance system and governance capacity. That is, the information technology means such as cloud computing, Internet, big data and artificial intelligence should be used as an important means to improve the efficiency of public services and promote the modernization of social governance, strengthen the construction and application of information systems, improve the intelligent level of urban management, and promote the institutional innovation and mode innovation of urban governance.

The intelligence of social governance is the intelligence of decision-making, implementation, feedback and other links. In the process of data collection, government officials are required to understand the public sentiment and public opinion, and form an optimized governance scheme based on various constraints. The government also needs to work with other stakeholders to optimize and revise existing solutions, and also needs to accept the supervision of other social governance subjects in the implementation process.

3.3. Theory of collaborative governance

Collaborative governance refers to a governance mode in which different social subjects cooperate with each other to participate in, or coordinate and cooperate with each other to solve public affairs. Emphasis on collaborative perspective and cooperative governance, the use of resources and strength of all parties, collaborative governance.

According to Haken's synergy theory, synergy is a process in which the elements or subsystems

in the system interact or cooperate with each other to make the whole system from disorder to order, and make the system appear self-organization. Freeman introduced the synergy theory into the field of social governance, and proposed the concept of collaborative governance. He believed that collaborative governance was the sum of practices that stakeholders participated together and carried out around solving problems. Synergy theory mainly includes three parts:

First, the applicable conditions of synergitic governance theory: it requires that there is a high degree of interdependence among stakeholders in the system, there are cooperation motives and constraints, and some demands are accepted by the system. They should have a high level of trust and solve problems through active cooperation rather than confrontation.

Second, collaborative governance includes five links: dialogue, trust building, time course, common understanding, and intermediate outcomes.

Third, collaborative governance mainly includes four ways to achieve it: improving the motivation of collaborative governance by establishing a target community; It is necessary to establish an internal coordination mechanism to avoid possible obstacles or resistance in collaborative governance. It is necessary to cultivate individual collaborative governance ability and improve the efficiency of collaborative governance. It is necessary to introduce collaborative culture and technical means into the system, strengthen information sharing and communication, and optimize the collaborative governance environment.

3.4. The main content of intelligent social governance at the rural grassroots level

The intelligent social governance of rural grass-roots is a governance mode formed by the combination of two contents, which is the collaborative governance of multiple subjects and the governance of intelligent means to jointly improve the efficiency of rural grass-roots social governance.

Multiple governance subjects. Theoretically, the government, rural autonomous organizations, rural villagers, rural economic organizations and other multiple subjects can jointly participate in rural grassroots social governance, but in fact, due to the lack of information exchange means and supervision mechanism, a large number of rural villagers are difficult to participate in rural grassroots social governance.

Intelligent governance tools include information infrastructure, such as information system management platform, Internet, intelligent terminal equipment that can collect terminal information. In addition, governance tools also need to include the government's e-government system, social network platforms, external big data systems, etc. After the addition of intelligent governance tools, rural individuals and rural economic organizations can also be more convenient to understand the operation of rural areas, so as to participate in rural grassroots social governance, forming a multi-subject participation in rural grassroots social governance situation.

Rural grass-roots social governance system. In fact, there are not only common interests but also many contradictions among multiple subjects, so it is necessary to establish a corresponding rural grassroots social governance system to restrict multiple subjects from carrying out rural grassroots social governance activities within the scope of rules. We will set evaluation indicators and improve the efficiency of social governance in rural communities.

4. The cause of the problem of intelligent construction

4.1. The concept of rural social governance is not popular

30% of rural residents do not think that they are the main body of rural grassroots social governance, and are not willing to participate in rural grassroots social governance. Rural residents lack of awareness of their own subjectivity and do not actively participate in social governance, which reduces the effectiveness of intelligent social governance to a certain extent.

Most rural residents get government policies from friends and family, television and newspapers. The main channel for the government to publicize its policies is the official website. The main channels for rural residents to obtain government information are quite different from the open

channels of government information, which affects the popularization of the concept of multi-subject co-governance in rural areas. It should use the familiar channels for rural residents to obtain information, improve the interaction ability of government departments and the public, friendly exchanges, use expressions that are equivalent to the cultural level of rural residents, and publicize the policy of intelligent social governance.

4.2. Intelligent services do not meet user requirements

The software development ignores the ability of grid workers, and the number of functions of the APP is too small. It mainly integrates four functions: attendance, positioning, logging and event reporting. Grid workers need to spend a lot of time writing work logs and submit them to the superior information system. There are two defects in this way of setting. First, it requires the grid member to have high text editing ability and be able to describe the problem relatively comprehensively. Second, the text analysis ability of the information system has extremely high requirements, grid members are mainly from rural party members, cultural quality and computer application level are relatively low, the quality of the submitted problem description is poor. Moreover, the information system of the comprehensive management center does not have strong support of big data analysis technology, which makes the information system not efficient to deal with the problems reflected by the grid members. It is necessary to standardize the information description and simplify the transmission form.

4.3. The information integration ability of functional departments is weak

In order to realize the data sharing and linkage operation between the information systems of various departments, the software company needs to optimize the data types and data interfaces of each information system. The workload is large and the work is difficult, which brings inconvenience to the information sharing between various functional departments.

Departmental linkage mechanism is not sound. The social governance office is supposed to be the command department of social governance, the management platform of comprehensive governance, and the management of various departments with appropriate rules. However, the scope of management is not clear, and the division of rights and responsibilities is not clear, which leads to insufficient information sharing between various departments, and there are many fuzzy areas of rights and responsibilities. Some departments deal with problems based on past management habits, and the phenomenon of splitting skin is serious. Affect the effect of social governance. As a result, the information sharing between various departments is not sufficient, and the fuzzy zone of power and responsibility is more, which affects the effect of social governance..

4.4. The performance management system is not sound

Performance management system is one of the core functions of human resource management, performance management standards, performance management system is to achieve scientific, fair, pragmatic performance management norms, make it become an effective means to improve employee enthusiasm and work efficiency.

Lack of farmers, rural enterprises and other multi-subject supervision and security system. Lack of performance management system matching with the intelligent social governance of rural grassroots. The governance area is mainly located in remote rural areas, and a large number of grid workers need to be set up in rural grass-roots areas to collect information for the comprehensive governance center and deal with problems reflected by multiple subjects such as rural residents and agricultural enterprises. The content of performance appraisal mainly includes attendance, finding problems and implementing the work of superiors. It is not easy to draw conclusions whether the work attitude, performance and level are assessed. The more problems found in the grid area, the higher the level of performance.

Performance management system is the core of human resource management. Scientific, fair and pragmatic performance management is an effective means to improve the enthusiasm of employees and the production efficiency of the company, in the enterprise to form a reward and punishment of the bad atmosphere, improve the enthusiasm of work.

5. Optimization countermeasure of intelligent construction of rural grassroots social governance

5.1. Encourage the participation of multiple subjectst

In order to improve the ability of government departments to interact with the public, the familiar channels for rural residents to obtain information, friendly exchanges, and expressions equivalent to the cultural level of rural residents are used to publicize the policies of intelligent social governance.

Promote the policy publicity of intelligent social governance through grid members. Rural residents can report problems in social governance through the way of grid workers, or they can download promotional documents using smartphones.

Promote government interaction with rural residents through party members. Party members publicize policies to friends and family. Promote government policies through social media. Village residents are more inclined to get information through traditional media or relatives and friends, but with the development of mobile Internet, more and more rural residents will use social media.

Guide the masses to actively participate, take actions from two aspects of ideological education and encouragement, enhance the motivation of rural residents to participate, and enhance the sense of ownership of rural residents. Participating in social governance to improve the living environment is also the right and obligation of every rural resident. In addition, young party members can be responsible for the establishment of wechat groups to facilitate online communication among villagers, thus gradually forming a regular discussion and evaluation system for rural residents.

Rural residents are encouraged to participate in the investment to provide material incentives, providing part of the material for volunteers, and on the other hand, it is linked with Party membership and village committee candidate recommendation to provide spiritual incentives for volunteers.

5.2. Innovation of service means

The intelligent terminal APP provided by rural grass-roots grid workers needs to be compatible with the average quality of grid workers in the function design. At present, the terminal APP function design of the information service platform of the comprehensive treatment center is too simple, which affects the efficiency of problem reporting to a certain extent, and puts forward too high requirements for the text editing ability of grid members.

In the design of the terminal APP, the classification function should be added to allow griders to classify and report according to the nature of the event, so as to facilitate the information service platform to better deal with the reported problems, so as to improve the efficiency of griders to deal with problems on the spot.

Villagers' self-government groups were established to promote communication between the government and the people. It was difficult for rural residents to directly use computers or mobile terminals to participate in government decision-making.

5.3. Improve the level of information sharing software and hardware

According to the unified data standard, the original information system should be upgraded, or the information of various departments should be shared with the help of the government cloud.

According to the unified data requirements, the data information is uploaded to the cloud platform, and the cloud platform itself has data collation and data analysis functions, the control center or other social governance intelligent modules can obtain relatively complete data through the cloud platform. On the one hand, the control center can send data analysis requirements to the cloud platform to obtain preliminary cloud data analysis results. On the other hand, the control center can also conduct more accurate data analysis again according to the collated data, obtain comprehensive and accurate scientific analysis results, and propose solutions to the problem.

High-definition cameras are added to the traffic arteries of rural grass-root units, and the rural grass-root information is collected through various devices. Through the mutual verification of the

information collected by griders and the information collected by devices, the accuracy of information is improved, and data support is provided for subsequent intelligent social governance.

It is necessary to strengthen the social governance means of multi-party linkage of the command center, and further expand the connection between the intelligent governance platform and other data platforms and data collection equipment according to the needs of comprehensive governance.

6. Conclusion

Under the background of the rural revitalization strategy, governments at all levels have increased the resource input in rural grassroots areas, which has also created a good foundation for the implementation of intelligent social governance in rural grassroots.

1) The comprehensive treatment Center forms a high-level network connection and information linkage with the judicial departments, administrative departments and industrial and commercial departments of the government. The e convenience for multiple subjects to participate in rural grassroots affairs has been greatly enhanced, and the ability of government departments to jointly deal with rural grassroots affairs has been improved.

2) Four problems: the governance subject is not actively involved, the function of the intelligent system is limited, the information sharing between each subsystem platform is not sufficient, and the social governance process of the rural grassroots is not standardized enough. The reason is that the governance concept is not popular, the information foundation is not firm, the information integration ability of the department is weak, and the system is not perfect.

3) Solution: Encourage and guide multiple subjects to participate together. Innovation of service means and improvement of information sharing mechanism mainly need to establish a coordination and interaction mechanism of various departments to promote information sharing, improve the supporting system of intelligent rural grassroots social governance, and promote system optimization from three aspects: performance appraisal system, platform interaction mechanism and management operation mechanism.

Acknowledgements

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