Research on the Path of Community Governance and Service Innovation in the Internet+ Context

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Abstract: Smart communities are an important development trend of urban community governance today. The advent of the era of big data provides new opportunities for its development and further promotes the construction of smart communities. Through Internet + technology, Internet of Things technology, etc., more community resources, community information, community data, community dynamics are integrated and utilized, and online governance and offline governance are combined to better improve community services Level and the comprehensive capabilities of the community. Smart community is an important development trend of urban community governance. The arrival of big data era provides a new opportunity for its development and further promotes the construction of smart community. Grass roots community is not only the basic unit of national governance system, but also the grass-roots experimental field to improve national governance ability. With the development of economy and culture. Through the analysis of smart community, this paper will find the problems in smart community governance and further provide suggestions for urban community governance.

1. Introduction

Since the reform and opening up, my country's economy, culture, science and technology have made great progress in many aspects, and the corresponding social governance model is also undergoing changes [1]. Through Internet + technology, Internet of Things technology, etc., more community resources, community information, community data, community dynamics are integrated and utilized, and online governance and offline governance are combined to better improve community services Level and the comprehensive capabilities of the community. With the continuous upgrading of emerging technologies such as mobile data transmission using the Internet as a communication medium, portable WiFi, Internet of Things, big data, and cloud computing, the Internet + Action Innovation Program was born, and the areas of community governance and grassroots services have also ushered in reforms, A new era of development and innovation. The large-scale application of Internet technology in China has greatly changed the organization and distribution of social resources [2]. The Third Plenary Session of the 18th CPC Central Committee clearly proposed to "promote the modernization of the national governance system and governance capacity". As the smallest organism of society, community is an important part to optimize and improve social governance ability and governance efficiency. Therefore, in order to improve the quality of life of urban residents and realize the modernization of national governance capacity with scientific and accurate governance of grass-roots communities, community governance must be integrated into new ideas, new technologies and new models.

Realizing the close combination of "internet plus" and community governance is an effective way to improve the national governance capacity. The Third Plenary Session of the 18th CPC Central Committee clearly proposed to "promote the modernization of the national governance system and governance capacity". The innovation of community governance in internet plus not only embodies the top-level design at the macro level, but also the up-down coordination at the middle level, and also shows the innovation vitality at the micro level, which embodies the growth point, radiation source and core power for building the pattern of co-construction, co-governance

and sharing [3]. Grass roots community is not only the basic unit of national governance system, but also the grass-roots experimental field to improve national governance ability. With the development of economy and culture. The people's pursuit of a better life is constantly improving, and the traditional community governance model is difficult to meet the people's requirements. This article city Internet plus community governance is based on the detailed description of the Internet plus community management, and based on the theory of urban community construction and social management, it has made innovations in the application research of "Internet +" in community governance.

2. "Internet +" Participating in the Inevitability of Urban Community Governance Innovation

2.1 "Internet +" is an Unavoidable Issue in Community Governance Innovation

It has been more than 40 years since the birth of the Internet in 1969, and its large-scale application in China has been nearly 20 years. It has deeply affected the work, study and life of the vast majority of people, and has also greatly changed the organization and distribution of social resources. With the maturity of China's Internet technology, "internet plus" has been at the forefront of today's scientific and technological development. The mutual integration of new technologies such as big data, cloud computing and Internet of Things has provided a revolutionary innovation model for the transformation and upgrading of all walks of life [3]. Internet plus, as the representative of advanced productive forces characterized by intelligent expansion, has become a technological platform to drive the reform, development and innovation in traditional fields. The multi-level community residents' two-way information transmission and participation governance system is shown in Figure 1.
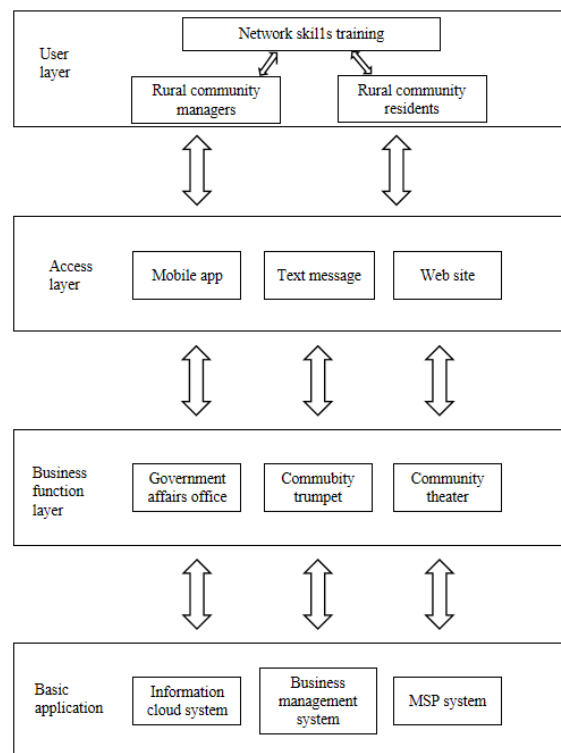

Fig.1 Multi-Level Community Residents' Two-Way Information Transmission and Participation Management System

Community governance is that community service departments and multiple participants take active actions to solve common problems of residents, improve community living environment, enhance residents' welfare and build a better home, and continuously improve community service efficiency by actively giving full play to their dynamic comparative advantages through multiple forces, so as to form a cooperative network pattern of multiple participation. It is no exaggeration to

say that the Internet has become an irreplaceable important infrastructure in China's current society. Especially in the construction of smart cities, the application of Internet technology has penetrated into thousands of households and profoundly changed the lifestyle of most people. In order to achieve the goals of community governance, such as improving residents' living standards, enhancing residents' well-being, realizing community fairness and justice, and enhancing community cohesion, community governance is led by the government to participate in and cooperate with diverse subjects in governance transition. These people are the main participants and beneficiaries of community governance innovation. Therefore, the governance innovation of urban communities must involve the elements of Internet.

2.2 "Internet +" is Consistent with the Idea of Community Governance Innovation

The purpose of community governance innovation is to finally achieve social "good governance" through the change of community governance mode, that is, to maximize the public interest. Its essential feature is the cooperative management of public life by the government and social multiple subjects [4]. Scholars at home and abroad have different interpretations on the analysis and understanding of the concept of governance, but in the rich and colorful definitions, the interpretation of governance proposed by the global governance committee is of great reference value and authority at present, that is, the way of all-round management of public, private and personal affairs can be called governance, The contradictions between different stakeholders can be gradually solved through governance. In the existing administrative service centers and community party-mass service centers, this part of the idea has been initially realized through office automation and online approval. Governance means that community service departments and diverse participants take active actions to solve the common problems of residents, improve the living environment of communities, enhance residents' welfare and build a beautiful home together, and continuously improve the efficiency of community service by actively exerting their dynamic comparative advantages through various forces, thus forming a cooperative network pattern of diverse participation [5]. The purpose of community governance innovation is to finally achieve social "good governance" through the change of community governance mode, that is, to maximize the public interest. Its essential feature is the cooperative management of public life by the government and social multiple subjects [4]. Scholars at home and abroad have different interpretations on the analysis and understanding of the concept of governance, but in the rich and colorful definitions, the interpretation of governance proposed by the global governance committee is of great reference value and authority at present, that is, the way of all-round management of public, private and personal affairs can be called governance, The contradictions between different stakeholders can be gradually solved through governance.

3. Mcommunity Governance Model 1200 in the "Internet +" Era

3.1 Change Governance Ideas and Innovate Governance Methods

The essence of community governance is to serve community residents. At this stage, government departments are still the main driver of community governance model innovation, but we must also fully recognize community residents and social organizations. At present, we are in the information age with high development of Internet technology. The industrial transformation brought by "Internet plus" has penetrated into all aspects of society. It has become the "smart power" to drive social innovation, and it has provided [6] for promoting the modernization of social governance. Community administrators should realize that it is an irreversible trend for Internet technology to influence and intervene in community governance. They should really realize that the Internet is not only a medium, but also an important discourse platform and a means of social management. They should truly regard it as a distribution center for community residents' public opinions and interests, and be open to all kinds of new Internet technologies and boldly use these new technologies. According to the actual needs and development trend of residents, combined with comprehensive consideration of community work content, existing conditions and development

direction, we can establish refined community services, integrate resources and improve governance benefits.

3.2 Build an Internet Platform

For the community, it is unrealistic and unnecessary to spend a lot of resources to build an Internet platform, which can be further refined based on existing resources. The virtual, cross-border, immediate, autonomous and subversive characteristics of networking + community governance innovation not only provide convenience for multiple actors, but also put forward higher requirements for the modernization of governance system and governance capacity [7]. The promoter of community governance innovation is mainly government departments, but it should not be limited to government departments. We should unite all social forces to strengthen the ability of cultivating community residents' network participation. We should fully realize that the influence of the development of Internet technology on the governance of innovative communities will be a trend in the future, and this trend is irreversible. Through a variety of ways, such as setting up network operation education courses, regularly holding learning achievement display activities, distributing written materials, etc., we will vigorously improve the level of community residents using the Internet to participate in community governance. The party masses Service Center can participate in the Internet governance platform uniformly built by the government, such as the existing big data center, so as to better feed back the existing problems of the community from the data level. This requires that the model of community governance should be changed in line with the current social background, and that community administrators should actively understand and understand the development of "internet plus" and use "internet plus" technology in actual community governance to solve intractable diseases in traditional community governance. Party-mass service centers can participate in the Internet governance platform unified by the government, such as the existing big data center, to better feedback the existing problems in the community from the data level

3.3 Strengthen Social Supervision

The openness of the Internet has opened up a new channel for the implementation and development of social supervision. The town and street government must further change its service functions, establish a list of rights and responsibilities of town and street, community and relevant service departments, and timely realize the positive transformation from hierarchical governance to network governance [8]. For specific affairs such as employment, assistance, pension, epidemic prevention, family planning, culture and sports, public security, environmental protection and housekeeping within the area, real-time feedback must be realized on the basis of doing a good job in the construction of basic database, so that residents can know well by touch [9]. For the elderly, disabled people and other groups who really can't use the Internet independently, staff or volunteers should be arranged to assist them, so as to ensure that everyone has equal opportunities to participate in community governance by using network technology as much as possible. Information sharing among different subjects and frequent calls of community residents for information will generate a large amount of data flow. Internet plus is a high-speed train for the development of science and technology. It is a scalpel for improving and correcting the difficult problems in traditional community governance. It is an important way to promote the modernization of grassroots governance. It can effectively promote "unilateralism" to "multi party consultation governance" through a perfect social platform, and truly form a pattern of cooperation between multiple governance bodies, [10]. It can further stimulate and maintain the enthusiasm of the masses to participate in governance, so as to strengthen social supervision and promote the achievement of community governance, sharing, co construction and co governance, as shown in Figure 2.
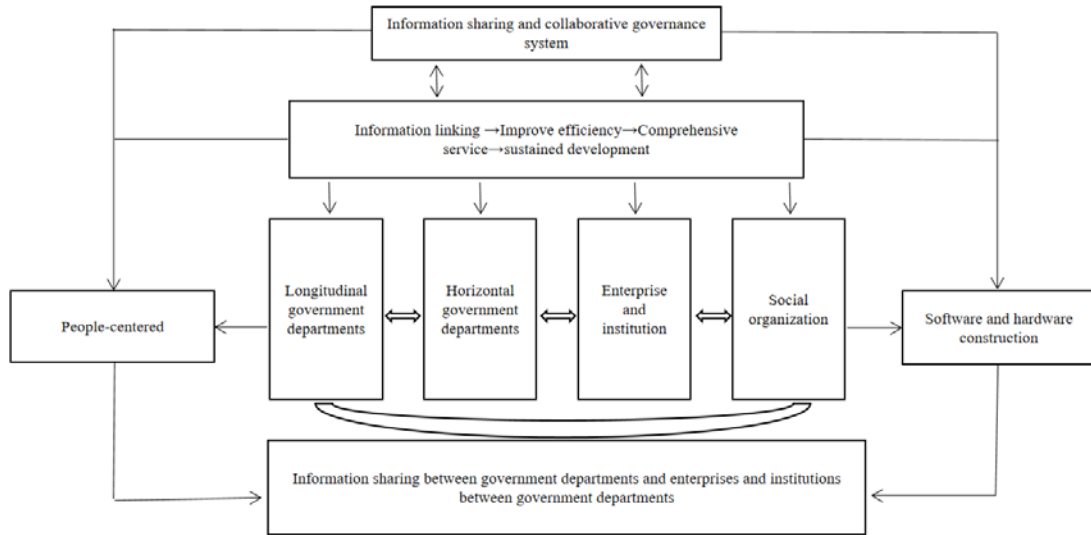
Fig.2 The Collaborative Governance Mechanism of Community Information Governance

4. Conclusions

With the rapid development of the information society, under the background of the big data era, community intelligence is the development trend. The governance of smart communities needs to change governance concepts, innovate governance methods, and improve community governance in an all-round way, which should be in line with the development of network technology. The digital technology and information resources of the Internet are gradually developing infinitely to mobile Internet, cloud computing, big data, Internet of things and other general media, which promotes community governance to continuously experience the cyclic development process of "decentralization" and "re centralization", so as to continuously explore new ideas, new horizons and new realm of community governance. By building a tripartite platform, managers can not only provide timely and comprehensive information and demands to residents, but also strengthen the timely communication of information to the three parties on the same platform, and improve the public participation of residents' public services and management. The construction and management of smart communities in China are still in the primary stage, and the governance of smart communities should be combined with the local conditions, step by step, and specific problems should be analyzed. From the strategic path, the new era must take the integration of all kinds of community service resources, the optimization of community grid governance platform, the promotion of "multi-agency linkage" of cooperation network, the development and utilization of modern information means, the improvement of multi-subject governance ability and the innovation of community governance system as the important paths to continuously make new breakthroughs.

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