

Strategies for Improving Government Governance Ability in Information Age

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Abstract—With the continuous development of various modern information technologies, Chinese economic and social development has entered a brand new stage. The local government governance capabilities must be continuously improved to adapt to the new requirements of the new stage, which requires the active application of modern information technology to promote the construction of government governance capabilities. Based on this, this article discusses the improvement strategy of government governance in the information age. Combining the current shortcomings in the construction of government governance capacity in some regions, this paper discusses relevant suggestions on how to improve government governance capacity based on informatization methods from various aspects, hoping to provide reference for related work in the future.

1 Introduction

Today is the information age. The development of information technology has not only effectively improved the efficiency and quality of production and life, but also played a huge role in promoting the improvement of government governance capabilities. Through the application of information technology, government governance will also be more flexible and efficient. At this stage, the main goal of government construction is to create a service-oriented government. For this reason, how to use information technology to achieve this goal faster and better in the information age has become an important content worthy of research.

2 The role of information age in promoting government governance

2.1 Basic Technical Conditions

With the continuous development of information technology, the social and public affairs faced by the government have become more complicated. The past government public products and supply methods have been difficult to meet the actual needs of some of the public. As a result, it has become a general trend to promote government governance innovation with the concept of the information age. This requires to explore a new government model on the basis of improving the government's organizational structure and function output. In this model, government leaders should also make reasonable local micro-policies. To this end, these leaders must have a better understanding of the work practices at

the grassroots level. In actual work, it can effectively use information tools, listen to and adopt reasonable opinions and suggestions from citizens and social organizations in a timely manner, and put yourself in thinking and solve problems [1].

2.2 A Richer Information Communication Channel

In the information age, government departments can quickly collect more relevant information in the external environment. Based on this information, government departments can appropriately adjust their corresponding work priorities to ensure that they always maintain dynamic coordination with the external environment to guide the better development of the entire external environment. At the same time, by collecting information on the external environment, government departments have a more effective basis for decision-making. Nowadays, government departments can directly interact with the masses through new media, making government work more complete and open, and the government decision-making process more democratic and transparent. As a result, the public's satisfaction with government departments has also been further improved [2].

2.3 Improve Service Efficiency and Fairness

Through the effective application of information technology, government departments have also achieved more efficient collaboration, avoiding the problem of high costs caused by multi-level management in the past. From a practical point of view, at present, all provinces, municipalities, have realized the reform of just run once. If the masses need to go to the government department to

do business, they only need to know the materials needed for the work on the official website platform in advance, and after the materials are prepared. It can go to one service window to complete all matters at once. Obviously, this is an important manifestation of the improvement of government governance capabilities in the information age [3]. At present, with the further development of Internet big data, in the future, residents will be able to handle a variety of matters with only one ID card. At present, this reform has been piloted in some areas along the eastern coast, and eventually be spread across the country. This will undoubtedly play an important role in improving service efficiency and fairness.

3 Problems in government governance in the information age

3.1 Central and Local Decentralization Issues

As the central and local governments consider different horizons, there are also obvious differences in policy starting points. The concrete manifestation is that the policies issued by the central government are based on the overall situation, while the policies of local governments focus on the development of the local economy. As a result, in the process of pursuing economic development, local governments may have excessive pursuit of economic interests while ignoring other issues. Under such circumstances, the relevant policies issued by the central government often change during the implementation of local governments, resulting in severe constraints on the government's governance capabilities.

3.2 Government Financial Funding Problem

The differences in the governance capabilities of local governments are largely due to the differences in financial funds in various regions. This is mainly because the scale of fiscal funds directly determines whether the various tasks of the local government can be carried out in an orderly manner. Judging from the current situation, the economic development among various regions is still not balanced. For some regions in the central and western regions, their economic development is relatively weak. This hinders the development of local government governance, and even some local governments have seen obvious fiscal deficits, and the deficit rate has also increased (see table 1). This is obviously particularly detrimental to the improvement of the government's governance capabilities, and it is also not conducive to the local economic and social development [4].

Table1. China's local fiscal deficit rate in the last three years

Year	Fiscal deficit rate (%)
2018	2.60

2019	2.80
2020	3.60

3.3 Regulatory Governance Systems and Mechanisms Still Need to be Improved

At present, in the process of government governance in some areas in China, lack of supervision and governance still occurs from time to time. Some local governments will arbitrarily introduce corresponding local policies. When these random policies cause conflicts, various departments will buckle each other. Only after these contradictions are exposed in the media can they be dealt with in a remedy manner.

This has led to some people's distrust of the governance capabilities of local governments. Under the premise that the regulatory governance system is not perfect, relevant policies cannot be effectively implemented at all, and there is no way to improve the government's governance capabilities.

4 How to further improve the government's governance ability in the information age

4.1 Further Promote the Practical Application of E-government

In the information age, the promotion and application of e-government in government governance is an inevitable trend. In this way, local governments can quickly disclose government information. At present, important government affairs information is usually published by the local government website first, and then published by other media channels. For this reason, improving the update speed and interactive capabilities of government websites is the key to the application of e-government. Specifically, it should be carried out from the following aspects.

The first is to strengthen the content construction of government official websites. Local government official websites should have rich content and provide the public with standardized and unified information services to facilitate the public to consult relevant information in a timely manner. At the same time, in the content published on the official website, it is necessary to focus on the content of people's livelihood to ensure that the public can access and use these content in the first time.

The second is to innovate in the way of publishing. For some government portals with more complicated content, information classification and navigation should be set up to ensure that users can quickly search for the information they need. At the same time, the way of publishing information should not be limited to textual expressions, but through pictures, audio, video and other ways to let the public understand the relevant content more intuitively [5].

The third is to strengthen network information security management. Local government departments should establish a network security system to avoid information security problems in the handling of e-government. This requires continuous application of the latest network information security technology, real-time supervision and management of network information on the e-government platform, and timely filtering and deletion of information that affects the public to purify the network environment.

4.2 Establish a Common Idea and Realize Diversified Management Led by the Government

Under the background of the information age, in the process of improving governance capacity, local governments must promote governance capacity building in line with the service concept and provide the public with better quality public services. For this reason, local government departments must actively optimize and innovate in the original governance methods, use information technology and Internet technology to ensure the transparency and openness of government governance, and build some innovative governance capabilities.

At the same time, local government departments should replace the previous traditional governance concepts with common governance concepts to achieve diversified management led by the government. In this diversified management model, through the comprehensive application of various information technologies, various entities such as government departments, society, enterprises and the public can fully participate in the governance work, and the society, enterprises and the public can use forums, WeChat, Weibo, and telephone messages to provide opinions and suggestions for government governance. The government departments will take the lead and fully adopt the reasonable opinions and suggestions to promote the improvement of local government's governance capabilities.

At present, this model has been applied in some areas and achieved good application effects. It can be seen that in the construction of local government governance capacity, through the diversified management model led by government departments, it can better adapt to the development needs of the information age and significantly improve the government governance capacity [6].

4.3 Establish an Operational Communication and Coordination Mechanism

Nowadays, with the support of information technology, local governments can expand the communication channels of administrative information through various online interactive platforms, e-mails, and hotline for supervision and reporting. The public can communicate with government departments through these channels. Communication allows the public to actively contribute their opinions and suggestions in the governance of local governments, and provide an important basis for local

governments to improve their governance capabilities.

To this end, local governments should build on the existing communication and coordination channels to strengthen the construction of information communication and coordination mechanisms with the lower-level government departments and horizontal functional departments to avoid the problem of information islands among various departments. It can use the information sharing mechanism to resolve the divergence of interests that may have existed between various departments in the past to ensure that various policies can be effectively implemented and implemented and create a networked communication and coordination mechanism.

At the same time, in the construction of operational communication and coordination mechanisms, there are also higher requirements for the capabilities of local government leaders. To this end, local government leaders must strengthen the training of their own information collection and analysis capabilities, earnestly understand the spirit of the relevant policies issued by the Party Central Committee and the State Council, and take corresponding decisions based on the actual conditions of the region.

4.4 Strengthen Public Service Capacity Building

The improvement of local government's public service capacity is an important way to improve the government's governance capacity. For this reason, local governments in the information age must strengthen the construction of public service capabilities, so that their public service capabilities are always in line with the needs of the public. On the one hand, the staff of local governments must have the sense of responsibility of serving in their daily work. They need to pay attention to the legitimate rights and interests of the public, and provide the public with higher-quality services to meet the public's needs. On the other hand, local governments must not only make good use of existing portal websites, Weibo, WeChat public platforms, and service terminal apps, but also gradually promote network services so that the public can more easily obtain what they need.

4.5 Strengthen the Construction of New Media and the Guidance of Online Public Opinion

The government should make effective use of the advantages of new media in its daily governance work, especially when there are emergencies. It is necessary to apply the new media tool scientifically and rationally, and use the new media to make a sound and take the initiative. For other new media interviews, government departments should describe the specific process of the incident in a pragmatic manner, instead of directly saying no to the new media. At the same time, the local government should provide some necessary information resources for third-party new media, so that these new media can publish more valuable news, and ensure that the public can analyze events in an objective manner [7].

In the information age environment, the public can supervise the governance of local governments through

online tools and promptly put forward opinions and suggestions. This obviously has a certain effect on the improvement of the government's governance capabilities, but it is inevitable that some irrational and objective content will appear in it, which is likely to cause certain negative effects. In this regard, local governments should face the problem of online public opinion with the concept of the information age, actively change the passive thinking in the past, and carefully analyze the online public opinion.

On the one hand, it is necessary to actively improve the technical level, use the WeChat, Weibo and other channels to respond to the public's concerns in a timely manner, so that some irrational and objective remarks are self-defeating. On the other hand, it is necessary to strengthen the construction of the team of online spokespersons and strengthen the official position of government departments to guide public opinion and promote the development of public opinion in the right direction.

5 Conclusion

All in all, in the information age, government governance capacity building is also significantly different from the past, which inevitably puts forward higher requirements for government governance capacity. The effective application of information technology plays a vital role in improving the governance capabilities of local governments and promoting economic and social development. To this end, local governments should actively use modern information technology and continue to explore and innovate in practice to improve local government governance capabilities, create distinctive government governance models, and realize the modernization of governance systems and governance capabilities.

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