



Digital Government Construction in the Perspective of New Public Service Theory to Promote the Transformation of Government Functions

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Abstract. With the high development of digital technology, the construction of digital government based on modern information technology has gradually entered the people's vision and developed rapidly. Digital government has been widely used by virtue of the advantages of convenient way of handling government affairs and listening to the practical demands of citizens, and has become one of the important contents of administrative reform, playing a crucial role in promoting the functional transformation of the government. At the same time, digital government, which has not yet matured, also faces problems and challenges. Therefore, from the perspective of the new public service theory, it is of great significance to study the realities, problems and promotion strategies of digital government construction in order to transform government functions and modernize governance.

Keywords: new public service theory; digital government; transformation of government functions.

1 Introduction

Reform of administrative system and institutions is the foundation and important content of administrative reform, and the core of deepening administrative system reform is the transformation of government functions. In recent years, the Party Central Committee has attached great importance to promoting the deep reform of the administrative system, among which, strengthening the construction of digital government through digital transformation is a key path for the change of the government governance mode and the enhancement of governance effectiveness in the digital era, and it is also an important link in the process of functional transformation. Based on the theory of new public service, this paper discusses the promotion strategy and implementation path of digital government construction to provide new ideas and reference for the transformation of government functions.

2 The New Public Service Theory for Digital Government Construction to Provide Path Guidance

In the process of vigorously promoting administrative reform, digital government construction, as an important direction of administrative reform, has not yet been supported by a solid theoretical foundation. As a forward-looking theoretical framework leading government reform, the New Public Service Theory can provide a roadmap with top-level design and strategic planning for the transformation of government functions.

2.1 Emphasizing Functional Change and Transforming "Steering" Into "Serving"

The new public service theory advocates that when the government carries out its functions, it is not enough to rely solely on control and management. Public service is one of the basic duties of the government, the government is the core body of public service, is the provider and manager of public facilities and services [1]. In the actual work of digital government, the government needs to focus on solving the actual needs of the people and providing precise public services. This means that the government needs to deeply understand the diversified and complex service demands, meet the individualized and customized requirements as much as possible, and adjust and improve the government services according to public opinion to the greatest extent possible. In this process, the government should play the role of a service-oriented government, deal with the relationship between citizens' demands and the government's fulfillment of its functions, and promote the resolution of public issues through democratic consultation with citizen participation. The Government's duty is to promote social progress through the provision of services, not to steer social development merely by taking the helm.

2.2 Combining Strategic Thinking with Democratic Action

Under the guidance of the new public service theory, the construction of digital government needs to focus on the high degree of unity of strategic thinking and democratic action. Strategic thinking provides an overall framework for democratic action, and democratic behavior puts strategic thinking into concrete action and implementation. Strategic thinking implies that the construction of digital government needs to have a clear goal and vision, and develop a corresponding strategic plan and action plan. At the same time, it is also necessary to focus on long-term and sustainability, and constantly optimize and improve relevant policies and measures to ensure that the construction of digital government can constantly adapt to the needs of the times. Democratic action requires that the construction process fully respect and safeguard the rights and interests of citizens, focus on openness, transparency and information sharing, break down the information barriers between the government and the public, and promote government decision-making towards scientization, refinement and democratization.

2.3 Identify the People's Needs and Change the Mode of Service Delivery

With the continuous advancement of the construction of digital government, government services have changed from the "government-provided" mode to the "public demand" mode [2]. The service object of the digital government is the general public, and with the help of "Internet +", big data, 5G and other digital means, it constantly enhances the possibility of citizens' participation in public services, expression of self-will, and meets the new expectations of the public for the precision of government services. The use of digital technology has built an Internet-based platform for government-citizen interaction, greatly expanding the ways for people to participate in government management and public affairs governance. In addition to improving the mechanism for reflecting public opinion, it also monitors the operation of government power in the form of open government affairs, improves the transparency and openness of information, and continuously strengthens the people's trust in the government.

2.4 Clarify the Relationship of Responsibility and Standardize Administrative Responsibility

The new public service theory not only emphasizes that the government should provide quality services to the people at the practical level, but also reshapes public administration at the conceptual and value levels [3]. In the field of public administration, the government and its public administration officials must fundamentally recognize that providing quality public services is an important part of their job responsibilities. Real-time monitoring and dynamic analysis of the suggestions and opinions reflected by citizens through various channels help the government to understand the public sentiment and public satisfaction in a timely manner. At the same time, public affairs governance is no longer limited to the original hierarchical and departmental boundaries, and needs to be resolved collaboratively across different levels and domains [4]. Through the integration of resources and information sharing, we can break down departmental barriers, improve the overall effectiveness and responsiveness of services, and avoid the phenomenon of power-based reluctance to share information and other phenomena that affect the efficiency of work.

2.5 Treating Civil Servants and Citizens Well and Strengthening Institutional Safeguards

By providing online training and resource support, the digital government helps civil servants to improve their digital skills so that they can serve the public more effectively without the constraints of time and space. At the same time, the use of digital platforms reduces tedious administrative work and the handling of paper documents, enabling civil servants to devote more time and energy to activities that directly serve citizens. In addition, digital government is committed to enabling citizens to easily access government services and information through user-friendly interfaces and interactive designs. The establishment of online consultation, feedback and complaint systems

enables citizens' voices to be heard and responded to in a timely manner, promoting good interaction between the Government and citizens and enhancing the overall well-being of society.

3 The Existing Problems in the Construction of Digital Government and Promotion Strategies

The development of China's digital government is in the ascendant, the Yangtze River Delta within the cross-provincial medical treatment, vehicle testing a thing, the people's subsidies a key to reach, agriculture-related services "zero run"..... more and more areas have been incorporated into the scope of services of the digital government to come. Practice shows that the construction of digital government has effectively promoted the transformation of government functions, innovative governance, so that people have a greater sense of participation, access, happiness. However, the construction of digital government has not yet matured, and there is still much room for improvement. The imbalance in the level of regional economic development and the low level of local innovation are important constraints on the holistic, synergistic and networked digital government in China [5]. Vertical five levels of government communication and cooperation are also still in an inadequate state. The government service platform established based on high-tech information technology, such as big data and artificial intelligence, cannot completely detach itself from the actual situation to achieve the ideal state of meeting all the needs of the public. In addition, the construction of digital government involves a large amount of sensitive data, such as personal information and government secrets. Once leaked or tampered with, it will bring great losses to the country and the people. This puts forward high requirements for network security management in digital government construction.

Therefore, further efforts are needed to comprehensively improve the government's governance capacity. Make systematic deployment on top-level design, accelerate the promotion of national linkage governance, and create a five-level digital governance coordination mechanism at the central, provincial, municipal, county, township and village levels [6]. Horizontal exchanges between regions should be strengthened, data sharing and interconnection should be actively promoted, and a unified data sharing platform should be established to realize cross-regional data exchange and sharing. Network security should also be strengthened to prevent hacking and data leakage, and an emergency response mechanism should be established to respond to and handle security incidents in a timely manner. The use of the government platform must be set up with employee permissions and trace records to facilitate after-action auditing and accountability [7].

While digital government brings a lot of convenience, it should also emphasize the universality and practicability of its services, and the "digital divide" is a problem that needs to be solved urgently. Therefore, we should actively promote the transformation of various mobile terminals and government apps to make them suitable for the elderly and the disabled, such as providing mobile terminals with features such as senior citizen version, large-print version and simple operation, so as to support the daily life of the

elderly with intelligent functions. At the same time, relying on community education and geriatric education institutions, the focus is on high-frequency matters and service scenarios such as travel, medical care and errands for the elderly. By better integrating the elderly into today's social development, digital government will bring dividends to more individuals and families.

4 To Receive the Complaint That is to Do as an Example of the Practice of Digital Government

The Fourth Plenary Session of the 19th CPC Central Committee explicitly proposed to "promote the construction of digital government", and active practices have been carried out across the country in order to realize the strategy of "Digital China" according to local conditions. "24 hours at any time to do", "the most run once", "one network through the office" This is the construction of digital government The innovative practices that keep emerging in the construction of digital government. As an innovative initiative in grass-roots governance, the mode of receiving complaints and handling them at any time, led by the Party organization, has achieved rapid response to problems, efficient handling and proactive social governance through the integration of various types of service resources and refined handling of people's demands [9].

In order to comprehensively improve the urban grassroots party building to lead the level of grassroots governance, in August 2022, Qingdao City, Shandong Province, Shinan District to create a WeChat public number platform to facilitate the public to reflect the demands and solve problems, focusing on the people's livelihood, development and law enforcement of the three types of demands, to open up the "discovery of problems, respond to the demands, solve the problem," the links, and constantly improve the party building Lead the level of urban grassroots governance. First, top-level promotion, build up the platform. The Standing Committee of the District Committee of the special study and deployment, the formation of the work of the task force, the Organization Department of the District Committee of the District Committee of the District Commission for Discipline Inspection and Supervision organs, the District Committee of the District Commission for Political and Legal Affairs, the District Bureau of Big Data and other departments to collaborate in the promotion. Second, improve the mechanism, let the platform turn up. Held a business training meeting, guiding the street department to establish "1 responsible comrade in charge, 1 responsible section, 1 platform staff" of the claim acceptance chain. Third, multi-party security, so that the platform real. The establishment of a daily notification system, compiled and issued 56 work briefings on the handling of claims, platform operation issues to inform, urge the street department "fast response and fast handling" [10].

5 Summary

The new public service theory represented by Denhardt provides a new guiding concept for administrative reform. Digital government has experienced the transformation

course of traditional bureaucratic government and e-government, and will also move towards a more advanced smart government in the future [8]. The current digital development in China is gradually innovating, developing and improving the system of institutional rules and regulations for the construction of digital government and the performance of government functions, improving administrative performance in a more efficient and convenient way, enhancing the credibility of the government with more user-friendly services, and continuing to move towards the goal of administrative reform.

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