Insight into the Preferences of Online Government Departments Response

Based on Jiaodong Online "Online Public Opinion"Platform

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Abstract. Online political interaction plays an important role in facilitating interaction between the government and the public, and stands as a key manifestation of digital government construction. The development of online governance in Yantai City has a long history, with the Jiaodong Online "Online Public Opinion" platform pioneering the local development of online governance in China. Based on data from the Jiaodong Online "Online Public Opinion"platform, this study empirically investigates the situation of public messages, the response of relevant government departments, and response preferences. The results reveal that while government departments respond adequately to public demands, there is still significant room for improvement. Response time and quality vary significantly across different domains of public appeals and expression characteristics. Specifically, messages closely related to people's daily lives, particularly those concerning personal health and safety, with negative emotional attitudes, and high sensitivity, receive higher response quality. Therefore, relevant government departments should increase their attention to public messages, enhance their efforts to address issues, in order to foster positive development in government-public interaction.

Keywords: online political interaction; government-public interaction; online public opinion.

1   Introduction

According to the 52nd Statistical Report on the Development of the Internet in China, as of June 2023, the number of Internet users in China has reached 1.079 billion, an increase of 11.09 million over December 2022, and the Internet penetration rate has reached 76.4%[1]. At the same time, in recent years, the construction of digital government in our country has been increasing[2]. In the Guiding Opinions of The State Council on Strengthening the Construction of Digital Government in 2022, The State Council pointed out that the construction of digital government should be strengthened [3]. The People's Government of Shandong Province clearly states in the Imple-

mentation Plan for the Construction of Digital Government of Shandong Province that it gives full play to the leading and driving role of digital government in the construction of a digital-strong province [4]. In the Notice on Printing and distributing the Yantai Digital Economy Development Plan (2022-2025), the People's Government of Yantai pointed out that it should focus on improving the level of digital government governance and information benefiting the people's services [5]. The construction of digital government is conducive to improving the efficiency of government operation and the openness of government affairs, and further promoting the construction of law-based government, clean government and service-oriented government, as well as the modernization of national governance system and governance capacity [6].

Developed based on the popularity of the Internet, network governance assumes an important function of the interaction between the government and the people, and is also one of the important manifestations of digital government construction [7]. As a product of the joint action of government governance innovation and public appeal expression, Internet political inquiry provides reference for government governance and brings convenience to public life [8]. Yantai municipal government departments have formed a positive interaction mechanism with the mainstream media, leading the country in the work of online political inquiry: In 2003, Jiaodong Online "Voice of the People" was opened, creating a first in the local development of China's Internet political inquiry; In September 2009, the "Voice of the People Online" column won the first prize of the 19th China Journalism Award [9]. In 2022, the platform will be further extended to all counties and urban areas, truly achieving full coverage, building a "bridge of hearts" for the government and the masses, and helping the public in Yantai to solve the problems around them without leaving home. Based on the data of Yantai Jiaodong Online's "Online voice of the People" platform, the author conducted an empirical study, established an indicator system of public demands and responses from relevant government departments, analyzed the overall situation of public messages and the response preferences of relevant government departments, and provided local practical reference for the development of online political inquiry in China.

2   Research Design

In this study, 32,934 pairs of messages, responses and related information were collected from the "Online Voice of the People" platform for the whole year of 2022, including 22,681 pairs of unencrypted messages (excluding additional questions). After data cleaning and coding, Through the method of systematic sampling, 2,500 pairs of samples were selected from the two aspects of public demands and responses from relevant government departments to analyze the response preference data.

Public appeals are divided into two aspects: appeal field and appeal expression characteristics. Appeal field includes appeal purpose and appeal issue, and appeal purpose refers to the main intention of public comments, which are divided into feedback, suggestion, complaint and consultation according to the existing classification in the platform. The appeal topic refers to the subject to which the message content belongs, and the classification mainly refers to the message field of the leadership

message board of the People's Daily Online, and is formulated by the members of the coding group after deliberation based on the literature. The expression characteristics of appeals refer to the expression strategies shown by the public in the message content. The feature labeling standards refer to the standards formulated by other scholars and are adjusted according to the research needs [10]. The responses of relevant government departments were evaluated in terms of response rate, response time, response quality and comprehensive response. According to the overall average response time of 3.62 days, the response time within 3 days or less was considered good, and the response time over 10 days was considered poor. Responses to the standards developed by quality reference scholars [10] are divided into awareness, interpretation and action. The comprehensive response evaluation is divided into response rate, response time and response quality, and the specific classification criteria are shown in Table 1.

Table 1. Coding table

Primary classification	Secondary classification	Feature labeling	
Field of appeal	Purpose of appeal	Feedback, suggestions, complaints, inquiries	
	Appeal issue	Transportation, government affairs, education, employment, agriculture, rural areas, enterprises, environmental protection, medical care, public security, economy, elderly care, entertainment, urban construction, others	
Characteristics of appeal expression	Emotional attitude	1. Negativity (negative emotions, negative emotional expression in the message); 2. Neutral (objective statement); 3. Positive (expressing recognition, praise and support)	
	Sensitive rhetoric	1. Weak sensitivity (expressing demands and opinions in the name of individuals); 2. More sensitive (express demands and opinions as parents, students, owners, teachers, etc., which involve the interests of more people and have a certain range of influence); 3. Strong sensitivity (expressions such as official corruption, lazy administration, inaction, etc.)	
Response characteristics	Response rate	Refers to the response, no response two cases	Comprehensive evaluation criteria: 1. Poor (including: no response; Response time greater than 10 days, regardless of response quality; The response time is less than 10 days, but it is known); 2. General (responded, response time is 4-10 days, explanation type, action type); 3. Good (responded, response time within 3 days or less, explanation type, action type).
	Response time	Response time. - Message time	
	Response quality	1. Knowledge type (simply respond to the knowledge situation or indicate that it needs to be reflected to other departments); 2. Explanatory type (according to the actual situation, citing relevant regulations to explain the confusion to the subject of the appeal); 3. Action type (to see the scene or through the phone to understand the situation to help the subject)	

3   Data Analysis

3.1   The Public Demands of the "Online Voice of the People" Platform

1.An Overview of the Distribution of Appeal Areas.

According to the statistics of the extracted data, the number of messages for the four purposes of appeal from most to least is complaints, consultations, suggestions and feedback, of which "complaints" accounted for about 47%, such as complaints about illegal phenomena, while "suggestions" and "feedback" accounted for about 11% and 5% respectively.

In order to better understand the demands of the public, this study adopts the method of Chen Chong et al. [11]. The author selected 1600 question texts from 2500 pairs of data as the training set, and the other 900 as the test set, and carried out manual classification and annotation. The jieba word segmentation package is used to construct the word segmentation database, and the question text is divided into words, and the invalid stop words are removed. In Formula 2, the author sets Smin=0 to determine the domain to which the question belongs. The test results show that when K=40 is used, the classification accuracy reaches 82.57%, exceeding the threshold of 80%, which verifies the feasibility of the classification method. According to the classified statistics of the number of messages on different topics, the top three are transportation, urban construction and medical care, and the three topics with the least number of messages are agriculture, rural areas, enterprises and public security. Some results of high-frequency feature word extraction are shown in Table 2.

Table 2. Some high-frequency feature words in different issue areas

Category	Feature word
Transportation	Road, Cultural Palace, bus, traffic light, opening, station, Derun Road, vehicle, driver, station, traffic, development zone, line
Government affairs	Handling, Zhifu district, insurance, social security card, reimbursement, labor bureau, cancellation, pre-lawsuit security, real estate certificate, provident fund, application, isolation, nucleic acid
Education	Middle school, school, primary school, training, Zhifu District, Shangyao, children, teachers, development zones, students, junior high school, school, holiday
Employment	Retirement, subsidies, time, town, talent, wages, enterprise, flexibility, employment, entrepreneurship, childcare, titles, teachers, files
Agriculture, rural areas and farmers	Rain, information, inquiry, self-built housing, commercial, clothing, processing plant, legal, old LAN, reservoir, agricultural housing, land acquisition, gas
Enterprises	Wages, enterprises, Haiyang, business hall, telecommunications, community, property, delivery, owners, poor, Unicom, performance, service attitude
Environmental protection	Noise, residential area, sewage, road, construction, disturbance, night, smelly water, Puwan, doorway, serious, harbour, department, dirty and bad
Medical care	Medical insurance, reimbursement, medical insurance card, vaccine, nucleic acid, hospital, insurance, nine prices, civil servants, chronic diseases, personal accounts,

	hospitalization, social security, taking medicine
Public security	Community, children, carts, nuisance, roads, parking Spaces, management, selling vegetables, corridors, units, chaos, fire access
Economy	Personal account, deed tax, market, real estate certificate, management, Country Garden, talent, provident fund, community, pre-sale, capital, fund
Elderly care	Rural, old-age insurance, job, visitation, money, retirement, nursing homes, regulations, early retirement, physical labor, harmful, good health
Entertainment	Library, Culture, Cultural Tourism City, Laishan District, wifi, the elderly, the south, projects, botanical gardens, investors, divestment, squares, development zones, reservations
Urban construction	Community, renovation, heating, Zhifu district, planning, roads, development zones, demolition, owners, property, construction, maintenance, heating
Others	Selection, information, fishing boat, transfer, preferential card, temperature, driver's license, disabled, Party member, lease, invoice

In the category of "transportation", the main problems include road planning and repair, inconvenient travel caused by delayed update of bus departure and arrival information, etc. In the category of "government affairs", there are more public consultations on issues such as real estate certificates and social security processing, maternity subsidies and house purchase subsidies; In the category of "education", parents ask more questions and are more concerned about the changes in students' teaching methods. In addition, parents also reflect on extracurricular training and teachers' teaching level. In the category of "enterprise", there are many problems related to unpaid wages of enterprises, poor service attitude of communication companies, improper management of residential property, etc. In the "environmental" category, the main concerns are noise, sewage and air pollution. In the "medical" category, there were more comments about medical insurance reimbursement, vaccination and nucleic acid testing, among which some members of the public were dissatisfied with the time, frequency and location of nucleic acid testing. In the category of "entertainment", some people put forward suggestions on the construction of cultural and entertainment places in Yantai city, such as libraries, cultural and tourism cities, botanical gardens, squares, etc., and some people are more concerned about the opening of cultural and entertainment places; In the "urban construction" category, there are more problems about the heating supply or insufficient heating temperature, and most of the expressions with negative emotions are taken, and the rest are about road construction, demolition, construction and other messages.

2.Appeal to Express Characteristics.

(1) Emotional Attitude.

An analysis of the emotional attitudes of the public comments (see Figure 1) found that about one-third of the public used words with negative emotions, such as "miserable", "wrong", "angry", and so on, using continuous exclamation marks, question marks or other punctuation marks. Most of the public comments are mild in tone, stating objective facts, expressing their questions or making suggestions, etc., show-

ing neutral expressions without obvious emotional colors. The proportion of such texts is more than 2/3, indicating that most of the public do not use excessive language when expressing their demands, reflecting their attention to rationality and restraint. It may be easy to cause adverse effects and lead to deletion of posts, but not conducive to the solution of the problem. The messages with positive emotion color are mainly praise, thanks and support for the behavior of relevant departments or units, and the number is small.
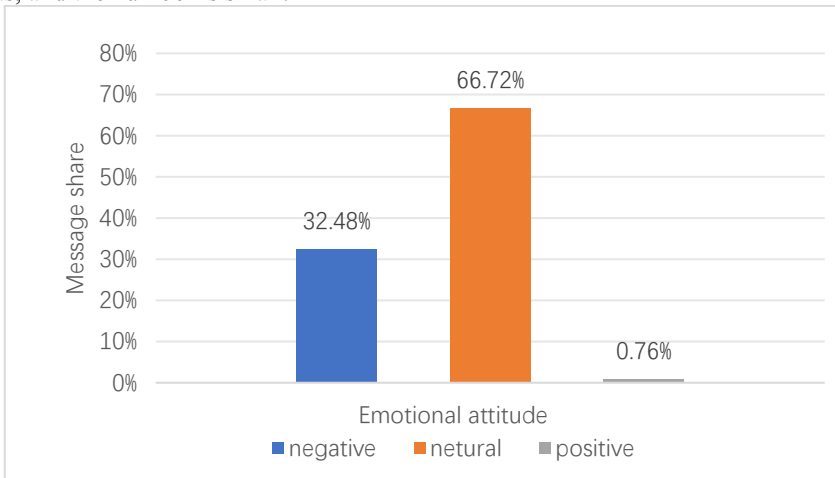
Fig. 1. Distribution of messages with different emotional attitudes

(2) Sensitive Expressions.

When analyzing the use of sensitive words in public messages, it is found (see Figure 2) that the number of weakly sensitive messages is the largest. Generally, the user consults, complains or states personal suggestions for personal problems, and the influence range of the mentioned events is small; The second is the more sensitive message, the main body of the text is generally owners, parents, teachers, students, residents, etc., the greater the scope of the subject involved, the greater the impact of the event. There are strong sensitive expressions in the expression of some message content, such as "shirking responsibility", "bullying the people", "lazy and idle administration", "inaction", "corruption" and other expressions, touching the image of the government, or the content of the statement involves the interests of a larger part of the people. However, the proportion of such messages is relatively low, and the relevant government departments should understand the situation in time, take measures, and properly respond to the appeals.
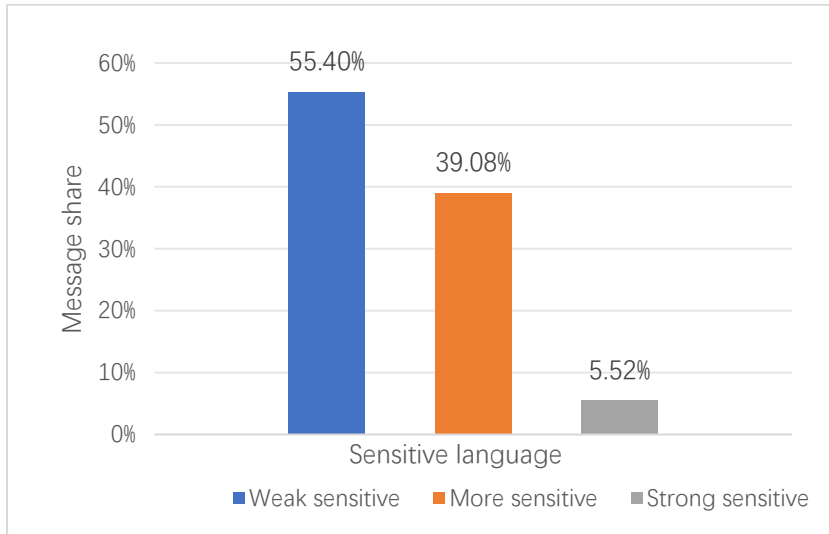
Fig. 2. Distribution of messages with different sensitivity levels

3.2   The Government's Response to the "Voice of the People Online" Platform

1. Analysis of the Response of Relevant Government Departments.

The comprehensive response rate, response time and response quality of the relevant government departments' comprehensive response accounted for 42.3%, the comprehensive response accounted for 21.9%, and the remaining 35.8% of the responses were not optimistic, indicating that the relevant government departments can respond to the problems raised by the public in a timely manner and take appropriate measures to solve them. However, there are still cases of delayed response and insufficient efforts to solve problems.

Further analysis of the response rate, response time and response quality of relevant government departments found that 2,481 initial question texts were answered, with a response rate of 99.2%. The average response time was 3.62 days, and the processing time of some messages was less than 1 day, counted as 1 day. 1207 messages (48.3%) had a response time of 7 days or less, nearly half of the total.

In terms of response quality, 34% of the responses were informed, and a considerable part of them would explain that "due to the restrictions on the circulation of voices online, it is impossible to transfer your questions to relevant departments", thus suggesting that the subject of the appeal should give feedback to other departments; The interpretive response was the largest, accounting for 37.84%, and would generally explain the confusion of the subject according to the actual situation and relevant regulations. Action type response is less, accounting for 27.4%, and they generally take practical actions to solve the demands of the other party. It is worth noting that some departments will give feedback to the problem in a variety of ways, not only through the phone to the subject of the appeal, but also on the platform for text reply.

2. Analysis of Differences in Response to Public Demands by Relevant Government Departments.

Further analysis shows that there are differences in the response of relevant government departments in terms of the purpose of public appeals, issues of appeals, emotional attitudes and sensitive terms.

(1) The Difference in the Purpose of the Response of the Relevant Government Departments.

There was a significant difference in the comprehensive response of relevant government departments in terms of the purpose of appeals ($\chi2=21.698$, $p<0.05$). The best comprehensive response was in the category of consultation, in which 49.03% of the comments received a "good" response, followed by feedback (47.97%) and complaints (37.2%). The response quality of relevant government departments had significant differences in the purpose of appeals (F=6.492, $p<0.05$), mainly manifested in that the response quality of "feedback" and "complaint" questions was significantly higher than that of "suggestions" and "consultation" questions, which may be due to the difficulty of solving feedback and complaint questions or the higher importance of relevant government departments. There was no significant difference in response rate and response time in the purpose of appeal ($\chi2=0.284$, $p>0.05$; F=1.036,$p>0.05$).

(2) Differences in the Response of Relevant Government Departments on the Appeal Issues.

There were significant differences in the comprehensive responses of relevant government departments in terms of appeal issues ($\chi2=110.606$, $p<0.05$). The top three comprehensive responses were pension, economy and government affairs, while public security, entertainment and enterprises ranked lower(see Figure 3). The response time and response quality of relevant government departments had significant differences in the appeal issues (F=2.015, $p<0.05$; F=2.603, $p<0.05$), there was no significant difference in response rate in the issues of appeal ($\chi2=19.068$, $p>0.05$). The response time of "medical", "government" and "economy" was shorter, and the response time of "agriculture, rural areas", "enterprise" and "education" was longer. The response quality of "environmental protection", "traffic" and "public security" questions is relatively high, and the response quality of "employment", "entertainment" and "urban construction" questions is low. This reflects that relevant government departments pay more attention to issues closely related to People's Daily life, especially those related to personal health and safety. In terms of employment, cultural and entertainment issues, the subject of appeal will give suggestions on expanding employment channels and providing planning suggestions for some cultural and entertainment venues, etc. The solution of such problems takes a long time and cannot be taken immediately.
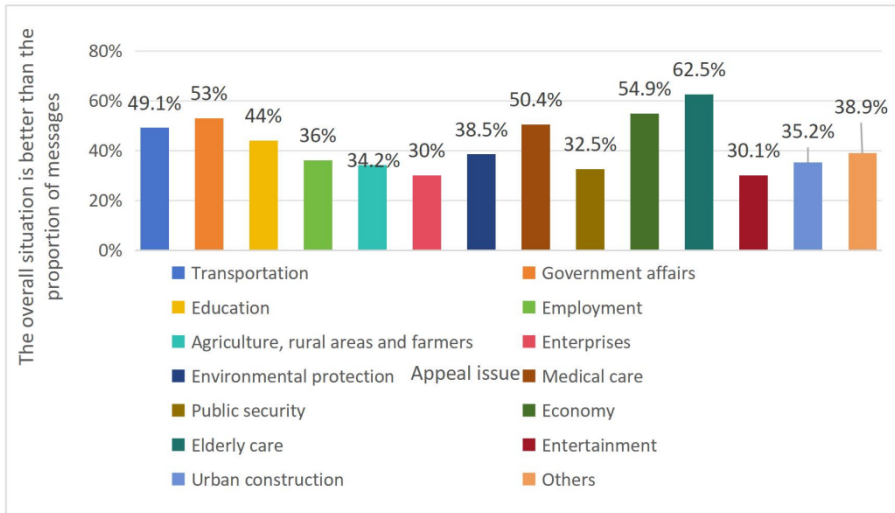
Fig. 3. Comprehensive responses to messages on different appeal issues

(3) Differences in Emotional Attitudes of Relevant Government Departments in Response to Situations.

There was a significant difference in the overall response of the government in the emotional attitude of the subjects ($\chi2=23.716$, $p<0.05$). The proportion of "good" response of the relevant government departments for the negative emotional messages was about 41.5%, close to half of the total, indicating that the relevant government departments paid more attention to the negative messages and dealt with them with greater strength. The response quality of relevant government departments had significant difference in emotional attitude ($F=9.153$, $p<0.05$), but the response rate and response time had no significant difference in emotional attitude ($\chi2=3.621$, $p>0.05$; $F=1.386$, $p>0.05$), mainly in the quality of response to negative messages is higher than other types, negative messages with negative emotional color, easy to cause public opinion, but also reflect the urgency of the subject to solve the problem or emotional intensity of the subject, in order to avoid the spread of adverse effects, appease the emotion of the subject. The relevant government departments may pay more attention to such problems and solve them more vigorously.

(4) Differences in Sensitive Terms Used by Relevant Government Departments in Response to the Situation.

There was a significant difference in the comprehensive response of the government in terms of sensitive words ($\chi2=50.601$, $p<0.05$). For the strong sensitive message, the proportion of the relevant government departments' response was "good" was 43.48%, nearly half, indicating that the relevant government departments dealt with the strong sensitive message more strongly. The response quality of relevant government departments was significantly different in sensitive terms ($F=13.111$, $p<0.05$), but the response rate and response time were not significantly different in sensitive terms ($\chi2=0.755$, $p>0.05$; $F=0.825$, $p>0.05$), the quality of response to ques-

tions of strong sensitivity was significantly higher than that of weak sensitivity and more sensitive type. This may be due to the fact that the contents of highly sensitive messages often involve negative evaluations of the image of government officials. In order to maintain the image and eliminate the adverse effects, the relevant government departments have more efforts to deal with such messages.

4   Conclusion

Based on the analysis of the message data on the "Voice of the People Online" platform, this study finds that the public's demands are relatively mild and rational in the online political inquiry in Yantai City, and the relevant government departments show the characteristics of pressure response, which are as follows:

Judging from the situation of public comments, most of the public comments are not extreme in emotional expression, mild in tone, relatively rational, and weak sensitive expressions are more, that is, they are limited to reflecting personal life problems or putting forward opinions and suggestions from an individual perspective. On the other hand, the proportion of group words such as owners, parents and teachers is not large, and highly sensitive words are rarely used to evaluate government work.

From the response of relevant government departments, the overall response rate is high, the average response time is short, the explanation type of response is the most, followed by the awareness type and the action type, and the comprehensive response is nearly half of the better. Further analysis shows that the response of relevant government departments is affected by the purpose, expression, emotional attitude and sensitive words of the public. For public feedback and complaints, "environmental protection", "traffic", "public security" type issues, emotional negative and strong sensitive messages, the quality of response is higher. Questions on "health", "government" and "economy" are answered in a much shorter time. It can be seen that the relevant government departments respond more actively and deal with more vigorously in the face of messages that are closely related to the lives of the people and exert pressure on the relevant departments in their expressions.

Based on this study, in order to improve the effectiveness of the interaction between the government and the people, relevant government departments should further strengthen the proper handling of complaints, improve the efficiency of handling crisis cases, shorten the response time, and strengthen the action force to solve the livelihood issues such as "employment". The processing power of negative messages is good but there is still room for improvement. For more sensitive messages, due to the characteristics of groups, in order to avoid the spread of negative effects, the principle of effectiveness should be adhere to [12], and the pertinence, specificity and clarity of response quality should be strengthened while improving response efficiency. In addition, the relevant training of government staff should be strengthened, the public-oriented values should be strengthened, and administrative literacy should be improved, so as to improve the quality and responsiveness of the government's online response [13].

In the era of big data, online political inquiry has become an important way to promote citizens' political participation and public administration reform[14], and platforms similar to Jiaodong Online's "Online voice of the people" have become one of the main fronts for the interaction between the government and the people. The online political inquiry platform extensively collects fresh social information from the masses. Relevant government departments should pay more attention to the information received and intensify efforts to solve it. Proper handling of messages is not only conducive to improving the efficiency of government operation, thus helping the construction of digital government, but also conducive to the public expressing their demands more conveniently and enhancing the public's enthusiasm for political participation. Multiple channels for interaction between the government and the people will be unimpeded. Through this channel, the public can get closer to the government, know the government, and trust the government [15], which helps to prevent and resolve conflicts and create a good public opinion atmosphere for social governance [16].

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