

Research on the Supply Mechanism of Public Information Service in Our Country

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ABSTRACT. *With the continuous deepening of China's informatization construction, the demand for public information services has been on an increase. However, currently in China, public information services cannot meet the growing public demand for information services. Therefore, it is urgent to build a perfect public information service supply mechanism to ensure the smooth development of the entire service delivery process. This paper analyzes the researches on the supply mechanism of public information services at home and abroad, summarizes the strategies available for the supply mechanism in China in view of the problems in the supply mechanism of domestic public information services, in hoping of putting forward a public information service supply mechanism suitable for China's national conditions.*

KEYWORDS: *Public information, Public information service, Supply mechanism*

1. Introduction

Since the 1990s, with the rapid development of communication technology and the rapid popularization of the Internet, the trend of world informatization has been increasingly strengthened. Information and information technology are permeating all levels of society with unprecedented depth and breadth. Lifestyle has a major impact and plays an important role in social and economic development and social progress. As an important strategic resource, public information is playing an increasingly important role in the information society. Whoever occupies the information and a favorable position in the collection, processing and utilization of information can gain an advantage in the competition. To this end, governments of all countries, including the Chinese government, have focused their services on providing public information. As the authoritative owner of public information, the government must be given the mission of providing public information services to the general public. How to provide the public with more comprehensive, accurate, and efficient public information services has become the basic function of modern governments, and is also the goal of joint efforts of governments of all countries. Therefore, governments of all countries are actively practicing effective public information service supply mechanisms to ensure the timeliness, extensiveness, and accuracy of public information service supply, and promote the improvement of the overall level of public information services in China.

The research object of this article is China's public information service. It uses a combination of qualitative and quantitative methods to analyze the successful experience and existing problems of the European and American countries' public information service supply mechanism. The public information service supply mechanism provides a reference for China to reform the public information service supply mechanism and improve the level of China's public information service supply. The construction and adjustment of the public information service supply mechanism is related to the breadth and depth of China's public information service supply, reflects the level of China's public information service, determines the quality of public information acquisition and the improvement of public information acquisition and utilization capabilities. The problem of supply mechanism has important theoretical and practical significance. It helps to promote the theoretical innovation of China's public management, user information services, information resource development and utilization, promote the reform of China's public information services as well as the construction of a service-oriented government.

2. Research Status At Home and Abroad

2.1 Research Status Abroad

From the current practice and research literature of foreign public information services, it is found that, affected by the ideological trend of privatization of public services in western countries in the late 1970s, foreign public information services began to explore the feasibility of commercialization in practice. Start here. The development and construction of public information resources and the provision of public information services that meet the needs of public information have become the consensus of governments and academia in various countries. The breadth and depth of research are also being deepened and broadened. aspect.

The rapid increase in government administrative expenses, the inefficiency of information management, and the inability to meet public information needs have prompted some countries to explore the feasibility of commercialization of public information services. Many scholars and institutions have paid close attention to the commercialization of public information services. The advantages, disadvantages, regulations and policies of the government supply model and market supply model are elaborated. Some scholars have concluded that government information activities, for-profit information economy activities, and voluntary organization information activities can and must coexist. These information service activities are complementary to each other, not competitive.

The problem of users has always been one of the key contents of foreign scholars and research institutions. Since the 1960s, it has been a research hotspot. At the beginning of the study, the focus was on the study of users' social behavior, but now it focuses on the study of user needs, user acquisition, and user network behavior. In addition, foreign countries pay attention to the research of medical public information services, and it is recommended that governments and hospitals provide users with more and more transparent medical information to facilitate users' access to required medical information. Medical information is closely related to public life, and it is the responsibility and obligation of hospitals, medical libraries, public libraries and other information service organizations to actively provide medical information to the public.

2.2 Research Status At Home

After more than 20 years of development, China's e-government has entered a mature stage and has become an indispensable and important part of the service-oriented government construction process. Theory is connected with reality, and related research has also become a hot spot for scholars in China. Many research results have appeared, including related theoretical research, model research, and model research. In terms of theoretical research, Zhou Yi discussed the connotation of e-government information services in terms of the objects, contents, types of information services. Better implementation, information opening and utilization costs are significantly reduced, and information service quality is significantly improved.

3. Problems in China's Public Information Service Supply Mechanism

3.1 Lack of Effective Demand Expression Mechanism

The public is the beneficiary of public information services, but China has not yet established a fair and equitable feedback channel that can objectively reflect the public's needs and preferences. Most of the public's wishes have not attracted the attention of the relevant departments, and effective mechanisms for public participation are far from being established. The problems in China's demand expression mechanism are mainly manifested in the following aspects.

In order to protect their own interests, public letters need to actively express their own information needs through appropriate channels. However, most people have a weak sense of expressing their own needs, and they will not and are unwilling to actively find a solution channel. The objective necessity and subject expression of public information needs expression There is a contradiction between the lack of consciousness. Even if the information products provided by the public information service provider are not helpful to oneself and are unnecessary, most people still choose to accept by default. They do not strive for public information products that are badly needed, and choose public information products that infringe their own interests.

The information disadvantaged groups have low or even no education, and they have insufficient awareness of actively consuming information, passively receiving the information they can receive, lacking the ability to discern information, and weakening their awareness of their own information needs. And because of its own economic foundation, it is difficult to have long-term investment operations, and it is indifferent to the public information services provided by the state. In addition, they are neglected by the main body of information opening, and only a small part of the information products they produce can serve them, and their basic needs in production and life cannot be effectively met. In particular, the development of information technology makes

them lack effective access to public information services and lack of effective expression channels, making it difficult for them to express their real information claims.

3.2 Lack of Stable Guarantee Mechanism

In the past ten years, although China's information resource opening and development service policy construction has achieved remarkable achievements, on the whole, China's public information service related support policies have some problems in policy formulation, policy communication, and policy implementation.

In terms of policy formulation, on the one hand, there is a large gap between the expected objectives of the policy and the effects of implementation. For example, the "Regulations" clearly and specifically stipulates the subject, object and procedure of government information disclosure, but due to the lack of necessary relief mechanisms or punishment mechanisms and other policy designs, it has greatly affected the implementation of policies. Although the "Opinions" set specific targets for strengthening the public welfare development and utilization of information resources and services, specific policies and measures for public welfare development and utilization and service development have stalled and failed to respond in a timely manner. This has affected the realization of the policy's expected goals. On the other hand, the direction of policy formulation is uneven, and emphasis is placed on opening up rather than development. Although the number of China's information resource opening and development policies has shown an overall upward trend from 2000 to 2011, it mainly takes information opening or disclosure as the control object, and is slightly inadequate in guiding and regulating the development of information resources.

3.3 The Perfect Supervision Mechanism Has Not Been Established

In the current public information service supply, although the supervision mechanism has been established and continuously improved and innovated in practice, there are still some shortcomings, especially the supervision and management role of each supervision subject has not been able to be effectively played. Therefore, by analyzing the deficiencies existing in the implementation of supervision by various supervisors, it can effectively improve China's supervision mechanism, which is the main motivation for the innovation of China's public information service supervision mechanism.

The government has the responsibility to supervise and manage the whole process of responsible matters in accordance with the law. Similarly, the government has the responsibility of supervising the opening and development of public information. The evaluation and supervision system is imperfect. As the demand for public information continues to increase, the development main body, supply method, and supply content of public information services are also required to innovate and deepen continuously. However, the imperfect evaluation and supervision system leads to major problems in the efficiency and quality of public information service product supply. Although most local governments have successively issued a series of performance appraisal systems to supervise the government information open service status of various departments, on the whole, their evaluation and supervision have been ineffective. Most governments around the world have not clearly stipulated that the assessment of government information openness will account for the overall performance assessment, nor have they performed government information openness services as a statutory duty of government agencies and their staff.

4. Strategies for Constructing China's Public Information Service Supply Mechanism

4.1 Improve the Demand Expression Mechanism of Public Information Service Supply

First, establish an enlightened government. In the final analysis, socialist democracy is to let the people be the masters. This requires the government to accept the public's suggestions, opinions and even criticisms in an open manner, and to respond to the public's requests in a timely manner, so as to realize the benign interaction between the government and the people. For the information needs expressed by the public, respond in a timely manner and take corresponding measures, accept criticism with humility, correct decision-making errors in a timely manner, and effectively protect the interests of public information.

Second, the demand expression mechanism should be centered on the public, not government. The public's information needs are the basis for public information product producers to develop public information resources. Only by providing the information required by the public can sales of public information products be ensured and attract public consumption. However, the top-down supply mechanism has problems such as low quantity,

low quality, and slow delivery time. It cannot really meet the needs of the public and is often not truly understood and accepted by the public. Establish and improve a bottom-up demand expression mechanism, carefully listen to the public's wishes and demands for public information services, master the public's true desires, more easily reach consensus, and avoid blindness. A democratic and smooth demand expression mechanism should be established to attract public participation in the provision of public information services.

4.2 Establish a Long-Term Mechanism for the Guarantee of Public Information Service Supply

In order to achieve significant achievements in the construction of China's information resources policy, the effectiveness of policy implementation has been significantly improved, and the development of public information services should be improved from the following aspects of China's policy guarantee mechanism. In terms of policy formulation, overall planning, clear direction, and fill in the gaps. First of all, starting with the overall planning of information policy, systematically think about the planning and configuration of information resources, the development and utilization of information resources, the protection of information resources and related legal responsibilities. And refine the policy content, clarify the most important operational content in practical work. Second, clarify the direction of policy formulation, change the current policy pattern that emphasizes openness rather than development, and strengthen the guidance and regulation of information resource development. Finally, fill the policy gaps and constitute a policy guarantee system. The formulation of policy clauses not only focuses on the missing relevant policies, but also considers other policy elements, such as the institutionalization of the news field, the standardization of relevant public opinion reports, and the provisions of public information rights and obligations.

In terms of policy communication, actively promote relevant policies and increase public attention. Fully apply the power of the news media to let the public understand the impact of the implementation of the policy on public life, understand the content of the policy and the current status of the implementation, and truly feel that the implementation of the policy is by your side. At the same time, it is necessary to enhance the legibility and levelness of the policies, make them easy to understand, and facilitate the public's interpretation of relevant policies.

4.3 Innovate the Supervision Mechanism for the Provision of Public Information Services

The diversified providers of public information services determine the diversification of their supervisors. They should actively encourage supervisors to establish a strong sense of supervision, cultivate and improve supervisory capabilities, design and adopt corresponding measures, and constantly improve and perfect the supervisory mechanism to promote mechanism innovation.

In order to strengthen the supervision of the National People's Congress on public information services in China, it can be improved from the aspects of the organization of the National People's Congress, the supervision capabilities of the representatives of the National People's Congress, and the legislation of the supervision of the People's Congress. First, improve the organization of the National People's Congress to ensure that the right to supervise driving has become an important part of the daily work of the National People's Congress, such as the establishment of a special supervision committee. A special information supervision department is set up under the supervision committee to train professional information talents, improve the overall supervision level, and ensure the orderly and effective supervision of public information services. Secondly, improve the supervisory ability of NPC deputies, and provide systematic and continuous training to NPC deputies, such as holding experience exchange meetings, holding lectures, collective lectures, and online lectures, so as to familiarize NPC deputies with laws and regulations concerning supervision, and understand the forms and procedures of supervision And methods. Finally, improve the supervision legislation, strengthen the legislative work, improve the supervision provisions in the existing legislation, and strengthen the supervision legislation provisions in the recent legislation to ensure that the supervision work has a law that can be followed and must be followed if necessary.

As the leading agency for public information open development services, the government is very important to supervise public information services. On the one hand, it is necessary to improve the audit and supervision capabilities of government departments, improve the professionalism of auditors, standardize the financial activities and economic behavior of public information services, reduce the phenomenon of disciplinary crimes, and make them from disorder to order. On the other hand, strengthen the evaluation and supervision mechanism. It is necessary to improve not only the evaluation system of the public information service process, but also the evaluation system of the results of the public information service. When establishing quantitative evaluation indicators, it is not only necessary to pay attention to the evaluation of results, but also to incorporate the service

process into the supervision to ensure the comprehensiveness of the supervision. In the evaluation and supervision of public information open services, it is necessary to combine the evaluation system with the public democratic evaluation system.

5. Conclusion

On the basis of related research, this paper systematically expounds the constituent elements of the public information service supply mechanism and forms some achievements. Analyze the characteristics and existing problems of China's supply mechanism, recognize that China's public information service supply mechanism needs to be innovated, take the entire process of public information service supply into consideration, and improve the overall level of service. Finally, a feasible strategy is proposed. The research of public information service supply mechanism is a complex subject of interdisciplinary research and a relatively macro research direction. Therefore, due to the lack of knowledge structure, macro thinking and the limitation of energy and time, the research, with some deficiencies, is relatively not comprehensive.

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