Scientific Research

Studying of e-Government Affairs

—The Foothold for the Popular Cultural Service in New Rural Area

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Abstract

There are flaws in the field of the popular cultural service such as its methods, means and measures, but the e-government Affairs has opened up the new direction to investigate this field. As there are problems of hardware, effect, management to the e-government affairs as the standing factor for popular cultural service, it needs the follow-up of the personnel, the way of management and the scientific assessment method. There is no doubt that the formation of new fashion in new rural area depends on the service standard of popular culture. It is the first step to advance the standard of e-government affairs under the circumstances that the popular culture are improved.

1. Introduction

The popular culture is to gather the concept of *the people and the culture*, and it includes the specific concept of the popular cultural activities, work, business and work teams. It is an important part of the system of government public cultural service for the popular culture of the new rural area which refers to the general term of the system that is provided by the popular cultural department of the grass-roots unit in the county and country district, aiming to protect the farmer's rights of basic cultural life and providing the popular culture products and services to the farmers. It involves many aspects with establishing the mainstream cultural, researching and developing the popular cultural products and services, building its work team and the personnel, introducing the popular cultural brand, the guarantee mechanism for its facilities, resources, finance, technology and its policy [1]. There are two shortcomings to study the popular cultural services. The first is that most researchers mainly focused on the mass culture in their previous studies. Although there are several descriptions for the definition of popular culture that has a relative strong effect, it is also mainly confined to the research direction. There have

been imperfections in studying the popular culture's demand, especially for the service demand for the rural popular culture. The second is how to provide the demand research, namely, it would provide the contents and ways of research for the popular culture and the new rural popular culture should build on work methods and ways. Because of the mainstream culture's construction, research and development about its service and its brand's building, the final achievement is to rely on the current network technology which is able to do anything and deeply affects everyone's lifestyle. There is no doubt that the e-government affairs based on the network technology strengthen the basis in the rural cultural supply and protection. So this paper tries to study the problem of e-government affairs from the popular cultural service, the limitation for the popular cultural service and the strategies and suggestions to solve the problem.

2. The Current Problem

It makes the popular cultural service hard to develop for the real problem about the e-government affairs. The problems are existed in the following aspects.

2.1. The Congenital Defects in Development and the Outdated Thinking Mode

First of all, the leading body mainly depends on introducing the foreign advanced science and technology in order to the significant achievements, rather than establishing their own development. While they would ignore the factors that apply them according to local conditions and make a concrete analysis of each specific question and other factors. It seems that the human and material resources have been saved from the construction experience that the foreign e-government affairs was largely borrowed and largely expanded, but that will lead them fall into the difficulties that only focused on its adoption and borrow and do not pay attention to its innovation. Meanwhile, the leadership invests more finely, greatly and hardly in the agriculture, industry and other industry than in this field. It is only as a task to be finished, but also does not play a role that makes it convenient and easy to each household. Lastly, for the county and country district, especially the rural government may pay attention to the e-government affairs too much, and they would ignore their development foundation of the local economy, culture and technology. They only pursue the advanced standard's IT, but they do not consider what they will face with, what the most difficult bottleneck is when the relevant government departments perform their duties, which problems can be solved by electronic IT and not be covered. Besides what condition, costs and risks the local government should provide to develop the e-government affairs in the county and country district and so on. During some governments in the county and country districts make the strategic planning, they carve for the greatness and success and work for appearance sake, but it is finally delayed its construction and returned without accomplishing anything as the various reason. What's more, in the process of the policy's feedback, many villagers still show that they can not be good at applying the electronic IT to finish its basic function, such as the life payment, filling in the administrative process, online application, browsing the current affairs and policies etc. The reasons for these problems are that governments only pay attention to its construction, while the practice part in promoting and teaching it was ignored. Thus the hardware resources were wasted as the low and poor publicity campaign.

2.2. The Poor Effect and the Little Practical Application for the Balanced Concordance

Firstly for the effect of the balanced urban and rural concordance, it is aimed at that the new rural farmers should have new ideas. The construction of e-government affairs on village focused only on the agriculture rather than meet the rural demand for the administrative guidance and introduction. The timeliness and application to receive the information policy in rural areas are worsen than in urban areas, even if in the e-government affairs developed so quickly. The information about agriculture and policy accounted for nearly a half in the many information platform which have been established, such as the Chief Yi platform. Secondly, as the e-government affairs group has not yet set up any the appropriate supervisory authority, the phenomena appeared that the e-government affairs were lowly trusted and adopted by some farmers. It must realize its open and open the government finance in order to making the e-government affairs become clearly and publicly. So, it is necessary to supervise it by the department which is separate from the construction leading groups of e-government affairs. In this way, it can effectively prevent the government officials from corruption, and they will win the trust and support from most farmers to achieve the maximum digitization in the areas. Finally, the evaluation standard is

quite different as there are the regional difference to establish the digitization in the country and county district and there are difference between their range and culture. Therefore, it is hard for its reform of management system and has not been achieved. Relatively speaking, the development of e-government affairs in country and county is relatively short of the overall planning and consistency in China. In our country, the current government agencies plan brings a serious problem in which their functions are cross among various departments. These accident is frequently happened that the project approval process is too complicated and lengthy, the administrative processes is unreasonable and the transparency of secret operations is low, there is still a big gap comparing to the advanced integration services standard of e-government affairs.

2.3. The Weak Hardware Facilities and the Lack of Resource Management

Compared to the past few decades, the whole state's network coverage, including the western region, has been a qualitative leap. However, compared with other Western developed countries or mid-eastern areas, there still are a lot of limitations and shortcomings to the digitization development. For example, when the digital information was advanced in Chongqing, the information sharing and business collaboration was strongly promoted between cites and countries and among the government departments, it got a significant achievement in construct the department LAN. At the end of 2010, Chongqing had achieved the city's 64,903 villages all on the phone, built the 255,000 km length cable line, phone user penetration rate of 83.9 per 100 persons, Internet subscribers increased to 2.48 million and it's cover 99.9% people in Chongqing and everywhere had been covered by 3G. Unified digital network for government work had connected 40 counties and the starting of the network platform construction that meet the information needs of Chongqing government and improve government service capabilities and service levels. 95% of the city's municipal authorities and 60% of the county authorities have completed the construction of the internal LAN in their own department. Nearly 1.12 million of government information was actively opened in 2010. It was included that more than 0.36 million of government information including nearly 66 thousands of government information was firstly opened in the City Hall website, more than 124 thousands of government information in the municipal department's website and more than 174 thousands of information in the districts and counties government website were opened online by all government agencies at all levels, nearly 600 thousands of archives information was published, more than 120 thousands of information was published from the administrative services hall at all levels and more than 30 thousands of information was published from the news conference, leaflets, blackboard newspaper and other means [2]. This report shows that the Chongqing municipal government pays more attention to e-government affairs, but it does not reflect that it had pay attention to the digital construction or investment in the county or rural. According an international renowned researching firm's research, it concluded that the Chongqing municipal government Websites is at a lower level compared with other regional government in several major indicators such as site construction quality, content services, features and services. And there are obviously far away from the other three municipalities [3]. The significant problems were existed in the websites in some country and county governments, such as updating slowly, useless content and weak management. They were only focused on the number and publication of news, the politic publicity and other static information in their websites, but the service articles that can bring real convenience to the public like the online application do not attract its attention, the forms download, even without a corresponding location. And where can the mass cultural service take roots.

3. The Popular Cultural Services Need the Rebirth of e-Government

3.1. To Establish the Scientific Evaluation Model

With regard to the e-government affairs systems which have been initially set up, it is also necessary to do the following work. Firstly, the scientific evaluation criteria should be made. That is to say that the same evaluation criteria should be made to measure these system's construction through putting the different tools and methods of evaluation into its performance assessment. The open, scientific, and universally applicable framework and standard will continue to be developed when this task are finished. Secondly, the appropriate evaluation methods are adopted. These methods must adopt the methods such as NPV and cost-benefit analysis to evaluate the incremental benefits of monetizing by e-government affairs according to the reality of the counties and townships. But for some indicators that are hard of monetizing, on the one hand we can adopt the AHP or DEA and other targets analysis, on the other hand we can use the soft standard that is the survey of public satisfaction [4].

Thirdly, their responsibilities and divisions should be defined by the government agencies when the relevant evaluation system are established at the beginning, and the corresponding reforms of the government system will be achieved to avoid its duplication and the waste of resources. The county governments should strengthen their leadership for the different departments, train and check to the information and digitization for the relevant staff, and put them into the range of novice training, office training, specialized business training and job training to increase the leader's and staff's awareness and ability at all levels and all departments to e-government affairs [5].

3.2. To Introduce and Cultivate Talents

One major factor that will lead the e-government affairs to not fully play its role is the non-compliance of technical staff. Either producer or operator is stuck in the stage which applies mechanically for this aspect. Only increasing the investment, introducing the technical personnel and training the professionals in this area will build a knowledgeable, educated, literate information service's team.

The development for e-government affairs in the country and county districts will be supported by the technology. First of all, to increase training. The administrative staffs can learn knowledge and skills through increasing the training such as the expert lectures, job training, commissioned training etc. Secondly, the training should have a individualized approach. These cultural staffs who have some foundation and ability should be prominently trained and guided. Finally, an effective evaluation system for participants should be established, so that the training will be truly implemented.

3.3. To Balance the Urban and Rural Concordance with the Construction Development of e-Government Affairs by Government

Firstly, the e-government affairs construction shall be carried out according into the requirements of the e-government affairs development planning, while be adhering to its relevant norms and technical standards of the national or provincial areas. All suggestions from all parties should be adopted to expand the democratization process to collect the information. The top-level design should be strengthened to balance the urban and rural concordance, the redundant building should be avoided to improve the social effects and economic benefits to the information use. In order to improving the direction of the popular cultural service, the construction of application system should be given the priorities which can help improve administrative efficiency, reduce administrative costs, promote public service, optimize social supervision and raise the level of scientific decision-making. Secondly, in order to improving the efficiency of public cultural services, the government should clear the data collection and the sharing methods of the key content and they ensure that the basic information is accurate, timely and able to share. That is to say, the government should comply with the principle of one data from one resource, so that the redundant collection should be avoided and basic information must be accurate, timely and sharing by government. Finally, they should ensure who are responsible for it, the level of information security and build the correspondingly information security system. The security responsibility about it should be cleared according to the requirement of *who's in charge and who is responsible*, who is running and who heads [5]. In this way, the popular cultural services can have a solid means and measure of safeguard.

4. Conclusion

The *New Countryside* should include five aspects: new buildings, new facilities, new environment, new farmers and new fashion. And the formation of a new fashion undoubtedly depends on the current service standard of popular culture. But the e-government affairs are demanded to coordinate the service standard of popular culture with the public acceptance rate. It forms the relationships of cause and effect, means and ends between e-government affairs and popular culture service. Thus, it is the first step to advance the e-government affairs standard under the situation that popular cultural services will be improved.

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