

Problems and Countermeasures in the Process of Government Website Construction——Taking the Website of Guangdong Provincial Government as an Example

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Abstract: The government website is an important carrier for government agencies at all levels to perform their functions and provide services to the society. It is also an important benchmark for measuring the development level of e-government in specific departments. Since 2003, Guangdong Province has developed evaluation indicators every year, and conducted evaluations on provincial government departments' websites and 21 prefecture-level city government portals, and guided government departments at all levels to continuously improve the quality and service level of website construction. In the 2018 China Local Government Data Open Report, the report analyzes and summarizes the data opening of local government websites. Based on the 2018 annual evaluation data, this paper deeply studies the construction of the Guangdong Provincial Government website and explores ways and means to further improve the quality and service capabilities of Guangdong government website information disclosure, with a view to further promoting the public service capacity of government websites.

Overview of the Website Construction of the Guangdong Provincial Government

From the world experience of combining e-government and information disclosure, taking the construction of government portal as the leader, providing “one-stop” information disclosure service for enterprises and the public through the government website, and improving the government information disclosure is a common reference. The official opening of the central government portal on January 1, 2006 marked the basic improvement of the government's website structure, and formed a government website system consisting of government departments at the central, provincial, prefecture, city, county, and even townships. The construction and development of the government website is gratifying. In 2015, the State Council conducted the first census of government websites. A total of 85,890 government websites were reported nationwide, including 82,674 local websites and 3,216 websites of the State Council. In 2008, the "Regulations on the Openness of Government Information of the People's Republic of China" was officially implemented. The promulgation and implementation of the "Regulations" officially put "government information disclosure" on the agenda, making government information disclosure accessible to governments, theorists, the media, and the public. In April 2009, the Ministry of Industry and Information Technology issued the “Trial Implementation of the Core Index System for Government Website Development Evaluation”, which stipulated that the index system should focus on the three aspects of government information disclosure, online affairs, and political and civil interaction. Since this information disclosure has become an important factor in building the performance of government websites, and all levels of government have put government website information on the agenda.

The Guangdong Provincial Government website was established earlier, witnessing the entire history of the Chinese government website from the beginning to the maturity. From the performance ranking of provincial government websites in China, the website of the Guangdong Provincial Government has gradually increased from 17 in 2005 to the fourth in 2017. It also reflects the evolution of the performance of the development of the government website in China.

Therefore, the website of the Guangdong Provincial Government is selected. The analysis has a certain representativeness. In December 2015, Guangdong Province issued the “2015 Guangdong Provincial Government Website Public Service Level Evaluation Report”, which included 39 websites of the provincial government departments, including website health, information disclosure, political and civil interaction, convenience services, and user services. And the evaluation of six aspects of excellent cases, the results show that the overall average score of 39 provincial government websites is 79.79%, and the overall construction level is high, showing a healthy development situation. According to the comprehensive analysis of the data open index of China in 2018, the Nanhai District of Foshan City was the earliest online data open platform in Guangdong Province. Afterwards, the provinces and municipalities continued to follow up, mainly in the Pearl River Delta region and the south. coastal. And the data in the report show that since the second half of 2017, the opening of data in Guangzhou, Shenzhen, Foshan and other countries has shown an upward trend in the overall ranking. [1] At the same time, however, the data opening modes of various cities in Guangdong are more diverse, showing a free-growing “natural forest”. This model is conducive to local innovation, but at the same time there is a problem of uneven and uneven development between cities and towns.

Research Status at Home and Abroad

Foreign research on government websites started earlier, initially from the perspective of the feasibility of the website itself and the usability of users, and then gradually extended to citizens' research on government information satisfaction. In Sivaporn Wangpipatwong's "Understanding Citizens' Sustained Use of Government Websites", five hypotheses based on the usefulness of the website, the convenience of the website and the continued use of the three are validated by randomly investigating the use of government websites by undergraduates and above in Thailand. Later, it is determined that citizens' continued use of government websites depends on three factors: the usefulness of website information, the convenience of website information, and computer performance. The convenience of the website information is indirectly related to the usefulness of the website and thus to the continuous use of the website. Zhao Huang and Morad Benyoucef showed the relationship between website usability and credibility. Empirical research shows that the more information a website has available, the more trust citizens will have. That is, there is a positive correlation between the availability and feasibility of the website. In terms of information disclosure, foreign scholars have mostly demonstrated from the legal point of view, and there is almost no specific discussion on government website information disclosure. [2] Robert Hazell et al. evaluated the development of the UK Information Disclosure Act four years later and compared it with Australia, New Zealand, Canada, etc., and found that the UK Information Disclosure Law has a slow response from the government and a high public rejection rate. The government should increase political support, improve case law and establish an effective incentive system. [3] Patrick Birkinshaw sorted out the information disclosure of various institutions in the UK after the promulgation of the British Information Disclosure Law, and found that the “most comprehensive information disclosure law in history” was not effective because of the multi-interest game. [4] There is worth mentioning: In January 2009, US President Barack Obama officially took office, and the first memorandum signed was “Transparent and Open Government”, emphasizing that “government data should be open to the public and innovative companies to the greatest extent possible”; On September 20, 2011, eight countries including the United States, the United Kingdom, Brazil, and Indonesia jointly signed the Data Open Statement and established an open government partner organization. As of February 2014, 63 countries have joined the organization. In May 2012, the UK set up a public data management office to fully coordinate government information disclosure and supervision. In July 2012, the “Data Disclosure White Paper” was issued, stating that “the government should publicly support research data to maximize the value of public data”; South Korea In June 2013, it announced the launch of the “Government 3.0 Era Plan” to build a “transparent, competent, and service-oriented government” based on new concepts in the Internet field. The goal is to increase the amount of information published each year from 310,000 in 2012.

The increase to 100 million pieces will be disclosed in the form of an overall original text, except for the public security and private life protection that are expressly prohibited by law. The Public Service Big Data Strategy was released in August 2013, detailing what the shared data includes, how it is shared, and under what conditions it needs to be shared. Compared with China's 2008 "Information Disclosure Regulations", it shows that foreign countries attach importance to information disclosure.

In terms of domestic research, Cheng Wangao defines government information disclosure as all government information that government agencies disclose to the interests of members of society in accordance with legal procedures and forms, and allows the public to use it through inquiry, reading, and copying. [5] Zheng Wenhui surveyed the website of 31 provincial government websites and 24 provincial capital cities. It was found that most government websites generally publish the policies of the local department, regulations, government documents, function introductions, examination and approval matters, work dynamics, personnel information, investment projects and convenience services. However, in the disclosure of key information such as financial budget and other financial information, emergency management, national economic and social development, and government affairs statistics, it is still quite lagging behind. [6] Lu Yanbin passed the "Information Disclosure Regulations" and the actual implementation of information disclosure, and found that China's information disclosure has the problems of active public implementation, inconsistent public information, and open resistance according to the application. Some scholars have also proposed improvements to the problems existing in Chinese government websites. [7] Zhang Yijing believes that the public should play an increasingly important role as the promoters, participants and beneficiaries of information openness to maximize the benefits of social openness. [8] Man Yi, Wang Ping, and Long Shanshan, based on the information organization perspective, compared the central government portals of the United States, Britain, Singapore, and China, and found that there is a second digital divide between government websites and citizen use information, therefore, suggested that the central government portal website should start from the front and back-office design, improve the information processing capability in the background, optimize the page design, streamline the first-level category, and set up multiple search methods to meet the information needs of different user groups. [9] Cai Wei said that in order to improve the construction of Beijing website, it should be user-centered, clear website service positioning; do top-level design and planning of the website, promote one-stop service function; promote policy interpretation and political-civilian interaction, so that government portals can better play the role of public services. [10]

Based on domestic and foreign research, it is not difficult to find that in the ten years of rapid development of government websites, different scholars have conducted a lot of research on government websites, website information and information disclosure from different aspects, which also laid a valuable second-hand information for our research. However, foreign research tends to be a separate information disclosure system or government website construction, and few studies are conducted in combination with the two; while domestic research has been fully discussed from the status quo, problems, causes and countermeasures of government website information disclosure, but many It is a qualitative study, and a few articles use some simple descriptive statistical analysis; in addition, most of these studies are limited to the survey of government website information disclosure in a specific year, and there is no longer a time dimension to examine the dynamic changes in the information disclosure of Chinese government websites.

Problems Exist in the Construction of the Website of the Guangdong Provincial Government

The overall level of the website construction of the Guangdong Provincial Government is relatively high, especially in terms of the overall information disclosure of the website, but there is still room for improvement. In particular, some content evaluations are obviously not ideal, and there is still a big gap between the target requirements and public expectations. Mainly in the following aspects:

Policy Interpretation Is Weak. The relevant interpretation information of the government

website is scattered in multiple columns, which is difficult for users to access, and it increases the difficulty of information acquisition. Moreover, the content of the policy interpretation section of most government websites is monotonous, mainly in the form of text. Rarely use the rich visual expressions such as pictures, charts and illustrations to spread the communication ability and user experience is not good, not only can it not meet the public's demand for policy interpretation, nor does it meet the state's requirements for policy interpretation.

Communication Channels Are Not Perfect. In the government departments that have opened the channels for consultation and complaints, some of the website consultation channels have not responded promptly, inaccurately, not responding, and are not practical. There are also very few websites that have the same consultation channels, and do not provide online consultation functions; In terms of channel construction, some departments did not provide channels for collecting surveys, and some provided channels for collecting surveys, but did not focus on key work and social hotspots in the department; the above problems existed in the online interviews, although there are channels, but Not well maintained.

Information Retrieval Service Capability Is Weak. In the government website, some government websites have weak search functions, and related information cannot be searched. Some government websites search for too much information, and have not eliminated or filtered irrelevant information. The degree of precision is not high. Some government websites do not classify and organize the searched information, and the degree of application is not high. It can be seen that the information retrieval design of government websites is not reasonable enough, the information supply is not sufficient, and the retrieval method is not convenient enough, which directly affects the user experience of using the government website.

New Media Application Level Is Low. In recent years, government websites have launched their own "three micro-ends", namely Weibo, WeChat and mobile clients. However, the opening rates of Weibo and WeChat in Guangdong Province are only 54% and 69% respectively, and more than 30% of departmental websites still have no application software. Government departments that have opened WeChat and Weibo have weak construction and services in terms of frequency of information release, quality of content release, push service and interactive communication, and cannot fully utilize the advantages of new media to enhance the influence of government websites.

Suggestions for Guangdong Provincial Government Website

The website is a window for the government to serve the public and is an effective way to build a service-oriented government. Therefore, it is hoped that governments at all levels can continuously strengthen the construction of government websites, strive to build a service-oriented government, and improve the quality and level of service for the people. In response to the problems existing in the construction of the website of the Guangdong Provincial Government, suggestions and suggestions are as follows:

Improve the Awareness of Innovative Services. The innovative service awareness of the government website determines the future direction of the website. It is recommended that the Guangdong Provincial Government website strongly integrate the business of the department, integrate information resources, and explore innovative practices that promote social change. For example, the Public Security Department built a peaceful Guangdong South Network, giving full play to its "network connection, up and down linkage" cluster effect, becoming a hot government website group highly concerned by Guangdong netizens and news media.

Increase the Intensity of Information Disclosure. Information disclosure is an important part of government website construction. To promote the openness of government affairs in an all-round way, first of all, important information disclosure precedes the "speed first" of other platforms, and then guarantees the "quality first" of information authority. Finally, it is to maximize the number of non-confidential content "quantity first" and comprehensively expand the breadth of information disclosure. Construct a comprehensive information disclosure of the government website image and play an active role as the "first news spokesperson" on the government website.

Rich Policy Interpretation. At present, most Guangdong provincial government websites only

make simple textual interpretations of important policies, and do not deeply interpret the contents of policy documents and provide interpretation capabilities that match the target audience, and answer questions for the public. Therefore, it is recommended to strengthen the integration and design of policy documents, and then present them in the form of information illustrations, video interviews and comics, etc., to form information products that focus on the interests of the masses, improve the readability and dissemination quality of the content, and enhance the public's understanding of the content of the document.

Enhance Political and Civil Interaction. At present, the Guangdong Provincial Government website has achieved good results in public participation, and most websites have interactive channels such as leadership mailboxes, message boards, forums, and online interviews. It is suggested that government departments should actively use new technologies such as Weibo and WeChat to continuously expand the channels of government websites, establish new interactive models, and enhance the willingness of the public to participate in government decision-making.

Optimized Information Retrieval. It is recommended that the Guangdong Provincial Government website further strengthen the information retrieval function, strive to sort out the department's website columns and information, and help the public to find the required information or services as soon as possible with convenient entrance, perfect functions and friendly prompts; Words, document numbers, etc., improve the accuracy of information retrieval, eliminate all invalid information or redundant content; improve the information retrieval function, classify and organize the retrieved content, and according to the degree of association or time of the content, etc. The conditions are combined to sort.

Conclusion

The website of the Guangdong Provincial Government was established earlier, witnessing the entire history of the Chinese government website from the beginning to the maturity, and from the performance ranking of the provincial government websites in China, the website of the Guangdong Provincial Government has gradually increased from 17 in 2005 to the fourth in 2017, also reflects the evolution of the performance of the development of the government website in China. Therefore, with the public demand as the core, the information technology as the means, and the premise of cooperation and openness, the website construction will be accurately positioned, and the construction of the Guangdong provincial government website will be more diversified, democratized and three-dimensional.

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