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ZHONG Li

(Department of Public Management, Guangdong Vocational Institute of
Public Administration, Guangzhou, Guangdong 510800)

Abstract: Perfect government services are the key to improving the efficiency of government services. With the application of digital information technology, local governments actively innovate government service models, such as the implementation of "one – stop" integrated service reform in Guangzhou, which greatly improves the efficiency of government services and optimizes business environment. However, in terms of online government service supply capacity, integrated government service platform construction, information sharing, and business collaboration, there are still some factors that restrict the efficiency of local government services, and it is necessary to improve the efficiency of government services through strengthening top – level design, optimizing services, deepening data applications and improving the institutional system and the development environment.

Keywords: digital governance; digital government; local government; government services efficiency; "one – stop" integrated services; big data; Internet plus; information sharing

Building Service – oriented Government in County Environmental Governance: A Case Study of Construction Waste Management in District L, Hangzhou (12)

XU Li – ping

(Party School of CPC Lin'an District Committee, Hangzhou, Zhejiang 311300)

Abstract: The public welfare nature of environmental governance, and the recent experience and lessons of the international community in the field of public administration, make the return of government to governance entities a new trend. Government as one of the governance entities and its service – oriented role are not contradictory. Government crossing the border is similar to the mole's behavior, which essentially is auxiliary and service – oriented, but coexists with the government's role as the entity of environmental governance, making the service – oriented government more dialectical. The practice of construction waste management can provide a different perspective for building a service – oriented government.

Keywords: county governance; environmental governance; government governance; service – oriented government; activism; construction waste; policy pilot

Disagreements among Entities and Strategic Choices: Sociological Analysis of Social Risk of Engineering Project Shaped by Game (25)

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2. School of Philosophy and Government, Shanxi Normal University, Xi'an, Shanxi 710119)

Abstract: Is the risk of engineering projects merely safety accidents? The answer is obviously no. In addition to technical construction safety, engineering projects also contain factors of social instability, which is a typical aspect of China's rapidly increasing social risks. How to extract the endogenous logic from the complicated social risk events requires the presentation of objective scenarios of social interaction and its strategies. As three main groups that express interests, government, the public and the media are all in one game field, but their different roles form discourse segmentation: the government's maintenance – centered discourse system, the public's civil rights – centered discourse system, and the media's information transmission – centered discourse system. In the context of asymmetric information, the diversified action strategies of different entities have intensified the production and evolution of social risks. The structuring of risk perception has led to the confrontation between the risk narrative of the "elite alliance" and the "grassroots and populist" discourse, and ultimately, risk communication fails, bringing about the manifestation of social risks.

Keywords: risk governance; engineering project; social risk; social conflict; risk perception; discourse segmentation; structuring of risk perception

The Phenomenon of Clickbait on the Internet: Causes and Management (41)

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2. School of Humanities and Law, Northeastern University, Shenyang, Liaoning 110819)

Abstract: The phenomenon of clickbait on the Internet is essentially an innovative type of social anomie. It is to a certain extent caused by cracks in the values and institutionalized means of social action individuals. The influence of wrong values and insufficient punishment in the formal system have contributed to the phenomenon of clickbait on the Internet. The declining influence of the informal system has weakened the constraints on the phenomenon of clickbait on the Internet, and the unsophisticated network regulations provide space for it. To promote the normalization of the clickbait phenomenon, it is necessary to expand the influence of core socialist values, establish a strict network access system, increase the punishment of formal systems, reshape the soft constraints of informal system, and formulate detailed network supervision rules.

Keywords: clickbait on the Internet; social anomie; network governance; formal system; informal system; network access; network supervision

**"Homestead Reform Miracle": The Value, Norms and Authority
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WU Shuai

(Institute for China Rural Studies, Huazhong Normal University, Wuhan, Hubei 430079)

Abstract: Homestead is an important property for farmers to settle down, and farmers usually regard it as inviolable. Therefore, the reform of the homestead system will be certainly confronted with difficulties. Taking the input process of the political system as the research path, this paper focuses on the pilot reform of Yujiang homestead system, and discuss it in the context of the political support system. By analyzing the target subjects of this support, that is, the leading value, game or norms of the homestead reform and the authoritative structure that includes leading groups, law enforcement squads, and Party members and officials, it is found that the consistency of farmers' support for this target subject is the prerequisite for the demands and wills in homestead reform to be input into political system for transformation and output policies desired by farmers. This is also a decisive factor for Yujiang to create a "homestead reform miracle".

Keywords: homestead system; political system; political mobilization; leading value; authority structure; formal norms; custom norms

**How do Old Revolutionary Base Areas Achieve Advantage – based
Governance of Rural Vitalization? ——A Survey of
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XIAO Zi – yang

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Abstract: At present, most of China's researches on rural vitalization and old revolutionary base areas adopt the perspective of problems, and ignore the perspective of advantages. Therefore, this paper focuses on how the rural vitalization in old revolutionary base areas achieve advantage – based governance, conducts surveys on soviet areas in southern Jiangxi, and analyzes the research status of the rural vitalization in the old revolutionary base areas, the main connotation of advantage – based governance, the development and significant advantages of the rural vitalization in the soviet area in southern Jiangxi, and its realization, which is of important theoretical significance and practical value for promoting the process of rural vitalization in China's old revolutionary base areas.

Keywords: rural vitalization; old revolutionary base area; soviet areas in southern Jiangxi; vitalization of soviet areas; advantage – based governance; perspective of advantage; governance efficiency

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