Research on the Construction of Government's Credibility in the Network Era

Qie Peng

Postgraduate and Lecturer, School of Law, Shan Dong University of Technology, Zibo, Shandong Province, China

Abstract─Government credibility refers to the reliability and credibility of the government itself. It is the public's evaluation and trust in the performance of its duties by the government. From a global perspective, strengthening the government's credibility building and enhancing the government's ability to govern can steadily advance various reforms. With the development of network technology, we have entered a new era, with all kinds of new media rising rapidly. The new media has changed the public's thinking and life, and it also affects how the government governs and how it interacts with the public. The frequent communication between the public and the government has improved administrative efficiency to a certain extent, and promoted the democratization process and the development of reforms in various countries. However, due to the fragmented dissemination of network information, the dissemination of false information, and the difficulty of public opinion to control, there are more or less problems in the government's credibility building in many countries. This paper studies the problems and causes of government credibility construction in the Internet age, and then proposes relevant countermeasures in order to continuously improve the government credibility of governments around the world.

Keywords ─*Internet Era; Government Credibility; Public Opinion Crisis Response*

I. INTRODUCTION

With the development of network technology, we have entered a new era, with all kinds of new media rising rapidly. The new media has changed the public's thinking and life, and the way of communication between the government and the public has undergone earth-shaking changes. In the Internet age, the public can use all kinds of new media to express their views on hot events and government policies, and they can also expose the improper behavior of individual government workers on the Internet to cause public opinion effects. From this point of view, in the era of new online media, how the government should make good use of the Internet and how to make good use of all kinds of new media to optimize functions, improve service quality, and enhance government credibility is an important issue.

A. *The significance of enhancing government credibility in the Internet age*

1) **Conducive to enhancing the legitimacy of the government**

"Political legitimacy refers to the legitimacy or legitimacy of the government based on the principles recognized by the people." The legitimacy of the government is inseparable from the credibility of the government and is positively related. It can be said that any government with high efficiency and legitimacy is inseparable from the trust of the public. And any government that wants to improve its credibility must also be based on its own legitimacy. By building the government's credibility, the legitimacy and authority of the government can be guaranteed.

2) **Conducive to promoting the stable development of society**

Government credibility is the ability of the government to make the public trust it. When the government's decision-making meets the demands of the public and the public is full of trust and support for it, it shows that the government has credibility. In the Internet age, with the rapid development of the Internet, the public is receiving more and more information, and the awareness of democracy is unprecedentedly high. The public is eager to participate in public decision-making and is also willing to supervise government work. However, there is no lack of misappraisal of the government in some bad online media, which has seriously affected the credibility of the government and the stable development of society. Therefore, seize the opportunities brought by the Internet age, actively use all kinds of new media, and continuously improve the government. Credibility is conducive to promoting the long-term stability of any country and the harmonious and stable development of society.

II. THE ISSUE OF GOVERNMENT CREDIBILITY BUILDING IN THE INTERNET AGE

A. *The scientific nature and stability of policies need to be strengthened*

One of the criteria for testing the government's ability to govern is scientific decision-making. Unscientific decision-making will inevitably lead to policy changes, which will affect the continuity of policies. The government must exercise its power prudently, make decisions in accordance with the law, make scientific decisions, and make democratic decisions. However, in the Internet age, when all kinds of new media are booming, the decision-making mechanism of governments in various countries is still not perfect. For example, when formulating policies, there is a lack of extensive and in-depth research, insufficient understanding of the public's demands, and no summary analysis of public opinion. Instead, policies are formulated based on their own experience judgments or demand for political performance. Once the government makes improper decisions, the public will have negative emotions. Especially today, we are in the Internet age, and the amount of information transmission is large, but it is easy to cause information flooding. Once various speeches that are not conducive to the government form a public opinion offensive, the government's credibility will be greatly reduced.

In addition, good policies should reflect stability and continuity. The government's policies need to meet the interests of the public. Once implemented, they must be stable

and cannot be changed day by day. Even if the policy needs to be changed, there must be a policy transition period. Otherwise, policy changes and lack of stability will lead to doubts about the authority of the government. When there are more and more people who do not trust the government, the credibility of the government will decline.

B. The government's ability to respond to the crisis of online public opinion needs to be improved

The credibility of the government is closely related to the way the government handles public opinion on the Internet. When the government faced public opinion, it made a scientific treatment and eliminated the public's doubts. The public would have a good trust in the government, otherwise it would cause dissatisfaction and lead to a decline in credibility. At present, the government's ineffective response to the crisis of online public opinion is mainly reflected in the following aspects:

1) Insufficient communication

When dealing with a crisis of public opinion, the attitude and communication methods of government staff are very important, which directly affects the trend of public opinion. In the era of traditional media, in the face of public opinion, the government has strong control power. When public opinion breaks out, the government often adopts the method of curbing the spread of information to control the fermentation of public opinion within a certain range. Control public opinion by evasive and delaying related inquiries. In the era of new media, information dissemination has changed, and the government has been unable to control information. The public's awareness of democracy has been awakened. They are eager to have the right to speak and be informed. After a public incident occurs, the public will pay close attention to the government's handling and they are eager to know the truth. In the face of public inquiries, if government personnel still maintain their previous attitude and style of dealing with affairs, they are vague, do not answer positively, use Mandarin to perfuse the masses, or even become impatient, it will cause public dissatisfaction with the government and affect the government's credibility.

2) Transparency needs to be strengthened

Timely disclosure of information is the key to responding to public opinion crises. If the public's information needs are not met, a crisis of trust will arise. In the process of handling public opinion incidents, the government does not promptly announce the progress that the public hopes to know, or in the face of the tide of public opinion and the doubts from the public, the response is not timely, inactive, or even concealed, which will aggravate the breeding of rumors and trigger the public Angry emotions.

C. The quality of communication between the government and the public needs to be improved

First of all, the dissemination of new media information is virtual, extensive and complex. In the Internet age, new media is different from traditional media in the past. The government needs to establish new communication concepts to communicate with the public through new media. If the government adheres to a passive communication attitude, lacks a people-oriented service concept, and the information is not open and transparent, it will turn a deaf ear to the comments and demands of netizens; if the government website is not

released in time, it is difficult for the public to obtain the information that they want to know. The quality of inter-communication will be affected, thereby reducing government credibility.

Secondly, there are some false information on the Internet. The rapid spread of new media information makes it very difficult to control the spread of false information. If the dissemination of negative information is not controlled, the accumulation of false information to a certain extent will disturb the normal social order. On the one hand, the government may not be able to distinguish false information clearly, and it is difficult to determine which are citizens' real interests and opinions and suggestions to the government; on the other hand, the public is easily deceived and misled by some false information, which affects the The correct judgement of the government, in turn, creates resistance to the government's communication and reduces the quality of communication.

Third, the quality of citizens is uneven. The public has different levels of distinguishing whether information is true and reliable. In the information wave, if netizens have insufficient experience or insufficient knowledge reserves, blindly receive and forward false information, they will be victims of false information. The value judgment of Internet communication is greater than the fact judgment, and the public is extremely easy to be misled by public opinion. Therefore, in public opinion incidents, the public is extremely susceptible to the influence of false information, which can cause negative sentiments to the government.

III. COUNTERMEASURES TO IMPROVE GOVERNMENT CREDIBILITY IN THE INTERNET AGE

A. Improve the scientific decision-making mechanism

1) Establish the concept of democratic decision-making

Democratic decision-making is one of the important principles of modern decision-making. In today's social practice activities, the scale of activities is not what it used to be. The scale is getting bigger and bigger, and the nature of the activities is gradually becoming more complex. Decision-making becomes more difficult and complicated. If the decision-making power is monopolized, it will inevitably lead to a lack of scientific decision-making. Therefore, in the process of leading the decision-making process, the decision-maker must establish a democratic decision-making concept, understand the people's sentiments, and reflect their opinions. The opinions of industry experts and the public are extensively listened to through multiple channels and methods, and the general public, experts and scholars are encouraged to actively participate in decision-making activities to ensure that the decision-making process is scientific and that the policy has continuity and stability after implementation.

2) Smooth public opinion feedback channels

In the Internet age, the speed at which the public receives information is accelerating, and the public's initiative is becoming stronger and stronger in this era. This requires the government to unblock public opinion feedback channels when making decisions, and build channels and networks for absorbing public wisdom and public opinion. At the same time, give full play to the information collection role of all kinds of

new media, let the public participate more in decision-making, and improve the accuracy of decision-making; when the project is implemented after the decision, actively listen to public opinion, protect the interests of citizens, and improve the science of decision-making Sex, thereby enhancing the government's credibility.

B. Enhance the government's ability to respond to the crisis of online public opinion

1) Establish the concept of correctly responding to the crisis of online public opinion

First of all, we must increase the awareness of public opinion crisis response. It is necessary to proactively discover crises and contain them during the embryonic period of the crisis. It is necessary to have a sound public opinion crisis response mechanism and cultivate relevant talent teams; at the same time, it is necessary to cultivate the public's concept of correctly facing public opinion crises, and standardize the words and deeds of the general public in the face of online public opinion. manner.

Second, we must be brave enough to face the crisis of online public opinion. A good, open and transparent handling attitude will increase the public's favorability towards the government. Therefore, in the face of the crisis of online public opinion, it is necessary to actively face it, report the situation to the superior in a timely manner, formulate a handling plan, and avoid concealing or false reporting of public opinion incidents; it is also necessary to strengthen the openness and transparency of information, report the handling situation to the public in a timely manner, and meet the public's needs. The right to know, to report the results of crisis handling to the public, and let the public understand the specific work and efforts the government has made in crisis response.

2) Improving the mechanism for handling online public opinion

First of all, it is necessary to improve the pre-disposal mechanism. The government must establish a public opinion monitoring mechanism and establish a public opinion monitoring team. Group members deal with online speech regularly, and if there is a tendency for public opinion to explode, they will analyze and summarize them in a timely manner and report to their superiors to formulate a handling plan.

Secondly, it is necessary to improve the handling mechanism during the incident. When public opinion breaks out, the public opinion response plan will be activated in the shortest time to curb the development trend of public opinion. On the one hand, establish a unified command center to avoid multi-headed command. For example, the government can set up a public opinion handling team, and when there is a crisis of public opinion, it will be activated as soon as possible to improve the efficiency of public opinion handling. On the other hand, the government should establish a multi-sectoral linkage mechanism. When public opinion occurs, all departments will act together to share information resources, fully grasp the changing trend of public opinion, and respond in the first time.

Finally, it is necessary to improve the post-disposal mechanism. The government needs to provide timely feedback to the public on the results of the public opinion crisis after it has been dealt with. At the same time, the government must continue to monitor and track the events that triggered the public opinion crisis, so as to avoid the source of the incident that triggered the public opinion that has not been truly resolved and may trigger a second crisis.

3) Cultivate a team of professional talents

The government should vigorously cultivate a team of talents who respond to online public opinion, such as professional information collectors and analysts, news spokespersons, and so on. When the government faces a special crisis of online public opinion, it can set up an expert group to listen to the opinions of experts, rely on the power of experts to handle incidents, clarify facts, answer public questions with professional knowledge and quality, and channel public sentiment.

C. Create a good government and public communication environment

1) Communication philosophy must keep pace with the times

In the Internet age, to create a good communication environment between the government and the public, the government needs to establish a new media concept that keeps pace with the times and correctly understand the positive role of new media in building government credibility. We must attach importance to communication with the public, actively respond to public suggestions and demands, and solve urgent public problems. With the development of the Internet, many opinions and opinions have been presented on the new media, bringing together voices from different social classes, and actively communicating with the public on the Internet will help improve government credibility.

2) Strengthen the monitoring of false information

Establishing a sound monitoring mechanism is the key to reducing false information. One is to review the content before the information is released, and monitor the information dissemination process. The government should increase funding, research and development of information supervision technology, and reduce false information from the source of information dissemination. The second is to establish a mechanism for accountability. Increase penalties and clarify and regulate behaviors in online communication. Implement a back-end real-name mechanism, establish a complete accountability mechanism, and create a green network ecological environment. The third is to establish a reward mechanism. Encourage the public to report bad behaviors on the Internet, reward the masses who report bad phenomena, and give full play to the role of the public in monitoring the Internet.

3) Increase publicity and education to improve public network literacy

It is necessary to cultivate the public who "use new media" and reduce the phenomenon of "new media use the public". First of all, we must strengthen the public's media literacy and improve their information judgment level. The government educates the public on media literacy through lectures, online courses, etc., to improve the ability of every citizen to distinguish the authenticity of information when surfing the Internet. Second, strengthen moral quality education. The government can regularly conduct small classrooms or trainings for moral quality education to cultivate

correct values for the public. To enable them to speak rationally on the Internet, they must have a sense of responsibility and morality, and do not regard the Internet as a place to vent their emotions.

CONCLUSION

In the Internet age, people's lifestyles have undergone tremendous changes. This requires the government to update management concepts, give full play to the role of new media, and build credibility. However, the improvement of credibility cannot be achieved overnight, and the government needs to carry out systematic and institutionalized construction. From a global perspective, the level of economic development of various countries differs greatly, and the construction of government credibility is also very different. It requires specific analysis of specific issues to continuously improve government credibility.

References

[1] Yan Jirong. General Theory of Political Legitimacy Studies[N]. Study Times. 2004(12-20).

[2] Yang Xiao. Research on the Building of Government Credibility in the Era of New Media[J]. Cooperative Economy and Technology.2019(3).

[3] Huang An. Research on the Relationship between New Government Media and the Promotion of Government's Credibility in the Internet Er[J]. Theoretical Observation.2020(5).

[4] Zhu Chunxiao. Study on the Improvement of Government Credibility in the Era of New Media[J]. Journal of Heilongjiang Ecological Engineering Vocational College. 2015(4).

[5] He Jie. The Impact of Fragmented Information on Internet Public Opinion[J]. Media Forum, 2019(2-4).

[6] Yuan Feng, Liu Wufang. Countermeasures for Orderly Citizen Online Participation Based on Game of Public Opinions[J]. Southeast Academic.2013(3).

[7] Yang Shida. Research on the Construction of Government Credibility in the Media Era—Based on the Perspective of Dealing with Internet Public Opinion[J]. Journal of Hebei Normal University of Science and Technology.2016(15- 4).

Author's Profile

Qie Peng, Chinese, female, Shandong Province, postgraduate and lecturer.Research direction is human resource development and management.