

Observation of Social Management from the Perspective of Micro-blogging Politic

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Abstract

Micro-blogging is becoming the new political way for grassroots internet users to participate in social governance. Micro-blogging build new political channel of interactive communication between the government and the public , training a modern civic spirit active public participation in social management, and urge the Government to continuing keep abreast of the times, change the concept of social management, to enhance citizen participation in social management. Micro-blogging politics also reflects China's current social management deficiencies. For deficiencies, something should be done, like transforming government functions, expanding public participation in social management innovation and promoting micro-blogging politics positive interaction, exerting the implementation of open government information. At the meaning time government build trust in the public, and guide the healthy development of the network of public opinion.

Keywords: Micro-blogging political, social management, Public Participation, Internet public opinion, Information Disclosure

1. Micro-blogging Grassroots Politic Become a New Way for Internet Users Participating in Social Management

Micro-blogging , ie micro- blog (Micro-blog) for short, is a customer relationship based on information sharing, dissemination and access platform, users can set up through WEB, WAP and a variety of c personal community of about 140 words of text to update and share. By the end of 2009, this micro-blogging began to be introduced in China and was a blowout -like development in 2013. As of February 2014, took only two years , users increased from 63.11 million to 250 million , the daily amount of information has been released nearly 200 million . Based on micro-blogging convenient and efficient dissemination of information as well as the timely two-way communication , micro-blogging do develop rapidly and individual Internet users voice has been amplified , the majority of Internet users eager to participate in social affairs , asked the government information through the micro-blogging users who spread real-time and fragment news, social relationships have a huge impact on the spread of the chain , so the micro-blogging politic has become the most important politic channel at present. The so-called "micro-blogging politics " refers to Party committees, Party committees, governments and leading cadres to communicate with citizens through the micro-Bo, collecting public opinion, pooling their wisdom, and responding to the publicin the process .

Emergence of micro-blogging, opened a “everyone talks, everyone may be concerned about “era. Micro-blogging fragmented information, seemingly insignificant, but through one-click "forward and comments” way, the concerned continue to be forwarded, its power will be also constantly gathered forward, eventually forming a powerful public opinion. Public Opinion Research Laboratory of Shanghai Jiao-tong University released " Chinese society capacity to respond to assess public opinion analysis report " that Micro-blogging as the spread of new channels, in response to public opinion reflected a certain influence, are becoming an effective channel for businesses and individuals to release information. Micro-blogging fragmented text is more diverse and free, which has broken the traditional media on public opinion control , By virtue of this platform, public opinion can easily be formed of public , published, transmitted, so this platform become grassroots netizens’ pathway involved in social affairs.

From "fog haze - you in front of me but I cannot see you ---this is the distance ", Ya'an earthquake--- tomorrow and accident----- you never know what unexpected first-come , delay retirement --- Some applauded , some people were hurt , President Xi eat at Qingfeng buns --- 21 yuan package and so on, are the first to be exposed on Micro-blogging, thereby giving rise to the country, and thus people concern it . The information from the general Internet users, the public security department, multimedia interaction, micro-blogging has been playing an active role in politic.

2. Micro-blogging Politic Has Positive Impact on Raising Public Participation in Social Management

2.1 Micro-blogging politic has built bridge between the government and citizens, effective protection of the right of citizens to participate in social affairs, and enhance the ability of public political participation, to cultivate a spirit of modern citizens. In the past, the public are rarely involved in politics in the traditional channels, but faces many obstacles. With the emergence of micro-blogging, public participating in community affairs have the chance to dialogue with the government, the public who concentrate on different interest gather in Micro-blogging express their view on the government's policy-making and public issue. A large number of government and government officials open micro-blogging, providing interactive channel between the government and citizen. During the scientific decision-making , government ask interest from people, ask demand from people ,ask tactic from people, allowing two-way communication between the public and the government directly, which preclude the barriers of traditional politics and distortion of information transmission, to enable citizens to express their views more directly and effectively. Representative democracy, the people only have right to elect representatives, but for their own vital interests involved in the transaction they have no right to participate in decision-making discussions .Such indirect democratic representation in politics, cannot protect the right of ordinary people to participate in social management. Because of the emergence of micro-blogging, the public has the most direct and most timely, lowest cost, fastest effective political participation channels. In the micro-blogging, the public can express freely , can extend their right to speak, can obtain effective protection of public participation. To a certain extent, the micro-blogging politics fit certain elements of "Plaza politics", it enhances the interest of public participation in public affairs management, and improves the ability of public political participation, while it also trains the public's self-reliance, enhances the public's awareness of democracy, and thus shapes the spirit of active citizenship and promotes the construction of civil society.

Micro-blogging politics will continue to urge the Government to advance with the times, change social management philosophy. Blogging politics is challenging government innovative governance, testing the government's ruling wisdom.

In time of Network, the speed of information transmission is amazing, especially reflected in the Micro-blogging. With the rapid spread of information and the power accompanied with micro-blogging continuously transmit , and thus the media storm comes into being , so the government needs keeping the pace with the times , changing concepts . If the government cannot keep pace with the times, fear network, blindly use "seal, cover, block" approach to suppress public right of freedom of expression, public opinion will eventually erupt, causing public events.

Micro-blogging politics urges the government to actively change the traditional mode of thinking, adapt to changes in the Internet age, which require the Government to take the initiative to integrate direct interaction with the public. Micro-blogging which is a new carrier will push the government to update the concept of social management, to service the society and public completely. The opening of a large number of government micro-blogging, covering all aspects of government functions and, through the micro-blogging, government administration will be open to the public. With the help of government micro-blogging, Government can grasp of public opinion trends timely, understand the demands of the public correctly, answer public questions directly and urge relevant departments to promptly solve social problems. Micro-blogging politic with democratic and scientific decision-making to achievement is of great significance for the maintenance of social stability.

2.2 Micro-blogging in Social Management Innovation to Improve the Ability of Government Information

Information has an important implication in public policy choices and institutional design. "Any social governance, information problems are not out of context." Areas covered by social management is extremely broad, and therefore cannot expect the government to manage the various affairs .Although government regulators are nominally administrative affairs expert, but any specific organs and their staff have a certain limited information from the specific area , which is the lack of information on the existence of capacity issues .

This is not to question the government and its staff for responsible for the extent of the work, fundamentally speaking, is due to the government and its officers away from the center of the problem. In contrast, the "closest to the problem, often holds the richest and most accurate information which is needed to solve the problem." The public is a direct counterpart of the government's social management, and therefore the public's temperature the government must grasp. Typical public events have occurred in recent years show that the Government does not grasp the public's "temperature", they tend to fall into a passive being. Conversely, if the government's decisions are based on adequate public participation, taking into account the actual needs of the public, community management channel becomes clear. For example, in "micro-blogging crackdown" process, the relative public security clearance, the "atom" of the public on the streets of abandoned children has more advantages to information, it is found begging on the streets through public child traffickers or criminal activity, the public and even by "street beat" will reflect the information in a timely manner to the public security organs, thereby greatly saving information costs of the public security organs crackdown. Thus, much of the information needed to rely on public access to government decision-making. The public opinion is in favor of the government's own lacking of knowledge and remind the government to fully consider the interests of the general public, and the sufferings and aspirations of the community management objectives.

Thus, much of the information which is responsible for government decision-making needs to rely on public opinion. The public opinion is in favor of the government's own lacking of knowledge, remind the government of fully considering the larger public interest, the sufferings and aspirations of the community and establish management objectives, policies and measures for social management, those are essential in line with the interests and aspirations of this basis, improve social management of legitimacy, thereby enhancing its effectiveness and acceptability.

So micro-blogging improves the ability of government information in social management innovation.

2.3 Micro-blogging should Participate in Social Management Innovation Inherent Requirements "Governance" Concept

Public participation will be an integral part of the modern public management is an integral management innovation of the 20th century, and this innovative idea is from the "governance" theory. In traditional social management, the power which runs a one-dimensional, basic is a "command and obedience" mode. The governance theory emphasizes social management is not the only source of legitimate government power, but stresses the public nature of social management, rights power operation is multidimensional, is a "consensus participation" mode. So micro-blogging politic inherent requirements "governance" concept.

3. Micro-blogging Politics Reflects the Current Chinese Social Management Deficiencies

Disclosure of government information channel is not smooth. As the network's anonymity, interactivity and openness, micro-blogging is a double-edged sword, on one hand play an active role in management, on the other hand become the tool with which some irresponsible users who are emotional catharsis incite social antagonism, into a series of rumors spread blogging sites. In the event of micro-blogging rumors, the government often cannot be published authoritative and accurate news timely, safeguard the people's right to know, to curb the spread of rumors, this expose the weakness of insufficient disclosure of government information. Some government agencies follow the trend opened a government micro-blogging, but long-term left it unused, spend no time to maintain and update, even leaving some opening remarks that cannot be followed, not to mention the effective response to suggestions and comments.

The government and the public lack of effective communication channels, lack of credibility. For a long time, communication channels for the public reflecting interest demands are limited. The traditional channels of communication, such as letters, are costly and difficult for public participation. Institutionalized barriers in China, it is difficult to transfer the voice of ordinary people directly to the leadership, so that the public now seems to treat the network as the last straw, as the public say "petitioners as good as the Internet, micro-blogging is better than the Internet." Nowadays, the public keen micro-blogging politics, people still do not trust the government, the reason is that those who are in power are often not handle people's interests and questions correctly, the government will take the maintenance of social stability as an excuse to block messages, taken off the forum, and other improper manner as long as a sign of trouble, to deprive the public's right to know. Network is the public emotional catharsis window, if the government blindly holds traditional view of maintenance of stability to deal with universal micro-blogging, it will eventually lose the standpoint.

Enhance the credibility of the local government, to allow people to regain confidence, which is the fundamental administration of legal ruling and law-based, for which the government must do something.

Some officials have not yet settled on the thinking and behavior of virtual social development. Currently, some government officials do not adapt to the changes brought about by the development of the Internet and the change of governance philosophy, fear of exposure and negative news on the web. Network, in particular the emergence of micro-blogging, has put us into the "everyone is a reporter," in this circumstance, the words and deeds of the government and its officials are under public scrutiny. Be afraid to put yourself in the public eye to accept examination and take the same old way to cover up problems and errors, forced to suppress the public's right to know, it will certainly lead to deterioration of the situation, or even lead to mass incidents. Some officials are lacking of research on the network, do not use the micro-blogging, this new emerging media, let alone utilize micro-blog as a tool to serve the community and the public, they are lagged behind the times.

Guiding the healthy development of the network of public opinion mechanism is not perfect. Internet public opinion is the sum of attitudes, view, thinking, emotion and political beliefs that people express on various phenomena through the Internet. At present, the management of virtual network society is still in the stage of extensive management level, that is to say, in low level, the government is not strong to govern and guide the healthy development of network mechanisms for public opinion. Some events were originally small, but due to lack of management, not timely guide, and therefore cannot control the spread of micro-blogging amplification, resulting fission effect, and ultimately the formation of public opinion storm, get out of hand. These public events triggered by the network, all the test of our government and officials in the ruling ability of the network to guide the sound development of healthy public opinion.

4. Expanding Public Social Management Innovation and Improvement Micro-blogging Positive Interaction Involved in Politics

Formation of government information disclosure mechanism. First, the establishment of a government official certificated micro-blogging. Government should open governmental micro-blogging, meanwhile organize professional teams to handle micro-blogging operation and management; make good use of this new platform, release authoritative government information timely and accurate, guide public opinion in time, to curb the rumors, to protect the public's right to know, to protect open and transparent government, to protect the two-way communication with the public. The second is the integration of information dissemination system. Government should pay attention to this emerging micro-blogging "The government - the public" dialogue platform, but also attach importance to the role of other traditional media, micro-blogging and other media should be build mutual coordination of public opinion, the integration of information release system.

Construction of the government and the public trust. First thing is to change the past. "Unilateral" action was always used should be instead by the "two-way" interaction. To change the neglect of the public interest demands in past and the unilateral decision by the government practice of politics, micro-blogging politic offer chance to allow more public participation in policy-making, shorten the government and people, listen Public opinion. Second, the government should keep an open mind and open messages, accept public supervision. Since the advent of the Internet age, the government's ability to govern and the method on which the public has focused unprecedented attention, credibility of the government which is based on transparent government information, the government should take this as an opportunity to open-minded, proactive disclosure of government information, receive public supervision. The third is treat the public interest demands as a starting point, do more good things for the people, and do practical things. Government should appeal to people's interests as the starting point, to think what the people are thinking, to rule for the people, and to help the people solve their practical difficulties and maintain healthy relationships with the people, the formation of trust.

Guide the healthy development of the network of public opinion. Strengthening and improving informational network management is an important part of social management, improve the management level of the virtual community is good for innovation in social management. Therefore, a sound mechanism to guide online public opinion will promote the healthy development of the network in the process of positive interaction between the government and public in micro-blogging. First is to set up a public opinion monitoring system, through public opinion monitoring system, to keep abreast of the dynamic network of public opinion, to master public opinion trends.

For significant public opinion event, the government should be sensitive to the latent signal in time, and keep its development firmly under control. Second, the government ought to take initiative to participate in public comment, disseminate authoritative and accurate information timely.

Transformation of government functions, transition to a service-oriented government. An important aspect of social management innovation is the transformation of government functions. Micro-blogging politics expanded public participation in public affairs which is conducive to the development of socialist democratic politics, to guide the transformation of government functions; the government can effectively promote the transition to a service-oriented government. Micro-blogging politics, the public interest demands the most attention placed directly in front of the screen, the government should promptly collect, process, and feedback, solve problems raised by people. Therefore, we must expand citizen participation and strengthen interaction between the government and the public, meanwhile correspondingly enhance functions of government information, public services and social coordination function, to achieve the transition to a service-oriented government from control-oriented government in the system.

5. Conclusion

Public participation which certainly includes micro-blogging is introduced into social management innovation process; the main purpose is to strengthen democracy and the degree of law in social management. So it should not belittle the value. However, it should be noted that the value of public participation are not too exaggerated. Firstly, public participation in social management innovation, is a complement to indirect democracy, rather than transfer social management decisions to the vague "public." Secondly, in many public events, the government finally obeyed opinion. But in reality, when the government treats the choice of public opinion, there is a possibility that the government ignores public opinion or the government has been kidnapped by public opinion, how to eliminate these two possibilities must be thought. I believe that only the public and the government are serious about micro blogging politics, the rational mechanism can be summed up for the public and the government

6. Reference

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