

Digital Enables the Operation Logic and Optimization of the Primary Level Government

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Abstract

The citation of digital technology provides a scientific administrative means for the government to provide public services. The biggest manifestation of the establishment of digital government is the establishment of government affairs platform, where the public can meet some basic needs and change the traditional public-private relationship. Digital government is a new form of government expression, and its operation logic is manifested in the following aspects: the preparatory work before the establishment of digital government, such as ideas, policies, talents, etc., the second is the various aspects benefited from the application process of digital government, and the last is to strengthen the maintenance in the process of digital government construction. In the process of digital government construction, there will be risks such as the rigidity of government behavior and the uncertainty of information technology. Therefore, the government can optimize the behavior of data processing, strengthen the protection of citizens' rights by laws and regulations, and the constraint of public ethics on government personnel, so as to timely monitor the risks in the process of digital government construction and promote the digital transformation of the government.

Keywords

Digital empowerment; Primary level government; Digital governance.

1. Introduction

Street management is the core of China's comprehensive governance, and the overall promotion of rural (street) and urban social management is the fundamental task of promoting the modernization of China's management structure and management level.

Primary-level government In a broad sense, the primary-level government is relative to the central government, and refers to all local law enforcement and governing institutions. In the narrow sense, the most basic government in our country includes the township level government. The digital transformation of government is an important part of China's comprehensive deepening of reform, and plays a key role in driving and leading the digital transformation in various fields. The shaping of digital government is essentially the process innovation of the government operation mode, and it is a new government mode that combines the traditional government service concept with modern technology to better realize government reform and innovation. Compared with the traditional mode of government operation, from the Micro point of view, the construction of digital government reduces the approval links and processes, shortens the working time of the government and the public, and realizes the optimization of the processes. From a macro point of view, it can realize the freedom of the public to realize the interests, accelerate the efficiency of government workers, further narrow the trust relationship between the government and the public, and enhance the credibility of the government. In recent years, policies related to digital government have been constantly adjusted and innovated. Under the guidance of the Party Central Committee and The

State Council, many regions have carried out preliminary explorations of digital government, and the coordination and systematicness of government governance have been improved. The construction of digital government cannot be separated from the selection and training of digital civil servants, which is of great relevance to the innovation work of digital government. With the continuous deepening of the construction of digital government, digital government has gradually entered a stage of diversified development, from the optimization of basic government services to public services such as citizen pension services and medical insurance. The digital government has expanded from the basic governance of communities, villages and towns to the public rights and interests such as public privacy and public fund security.

2. Literature review

Digital governance is one of the mainstream theories of contemporary governance, and it is the integration of digital technology and governance theory. It came into being under the background of the governance dilemma of new public management theory and the coming of information age. This theory first took shape in Manuel Custer's book *The Information Age Trilogy*, and was first systematically elaborated by British scholar Dunleavy in his book *Governance in the Digital Age*. Dunleavy summarized the era background, the theoretical content and governance advantages of digital governance. He believed that digital governance is the development and transcendence of the "society-technology" system in Max Weber's bureaucracy in the information age, and proposed that digital governance has three connotations: re-integration, reshaping the whole and digitization process. Emphasizing that governance in the digital age is "a movement of the digital age in a society as a whole", including organizational, political and cultural changes.

From government informatization and e-government to "Internet +" government and then to digital government, the form and process of government have experienced a leap from instrumental rationality to value rationality. Foreign research and exploration started earlier and experienced the process of informatization, electronization and digital transformation under the background of new technological revolution. Our country draws on the western theory and practical experience to promote the modernization of governance capacity through the digital government transformation in the digital era. Related research on government governance and its governance ability. Domestic scholars have conducted in-depth studies on the connotation of governance, core propositions, the reform of governance in Eastern and Western countries, and the modernization of governance capacity. Among them, governance capacity is one of the core contents of government governance, and improving governance capacity is the fundamental way to realize "good governance". Scholars have conducted in-depth research on governance ability from the aspects of multiple elements, different types, practice models, multiple co-governance mechanisms, difficulties faced and ways to improve.

From different research perspectives related to digital government, Shen Feiwei and Ye Huiwen, based on the analysis framework of government empowerment and data constraints, take the "Longyoutong" digital governance of Quzhou City as an example, and on the basis of clarifying the practical logic of digital governance of primary levels governments at the present stage, put forward the path construction of digital governance of primary levels governments in the new era. Wu Ruijia and Zhang Le believe that primary levels "community consciousness" provides effective support for primary levels governance in China from the three aspects of "spiritual identity", "participation motivation" and "trust foundation". It is necessary to reshape the primary levels "community consciousness" by absorbing diverse social governance subjects to participate in digital governance, removing the "technical veil" of primary level digital governance and adopting measures such as perfecting unified legislative basis, so as to ensure the smooth progress of the digital transformation of primary levels governance. In terms of the

optimization of primary levels digital government, Li Mofei believes that primary levels governments should strengthen the standardization construction of primary levels digital governance and standardize all aspects of digital governance through technical standardization; Reasonably define the relationship of power and responsibility, and establish an open and shared multi-entity cooperative governance model. Give full play to the role of primary level governments in "meta-governance", and promote the formation of social independent consultation and communication mechanisms. And improve the digital literacy of primary levels governments with the government as the core and the public as the basis. Guo Yuhao and Shi Hongwei believe that if primary levels governments and leaders want to overcome the obstacles of digital governance, they should break the dilemma of fragmented governance and deepen data sharing and openness. Increase the attention to the digital vulnerable groups, highlight the humanistic care of digital governance; clarify the boundaries of the functions and powers of digital governance, and clarify the ethical principles of digital governance; Define the limited scope of application of digital technologies, and strengthen data security and privacy protection. Chen Dongdong and Guo Feng believe that it is necessary to take strong measures to optimize the path of digital governance for primary levels governments, improve the construction of laws, regulations and ethical systems, promote the integration of value rationality and tool rationality, form a collaborative governance of multiple governance bodies, standardize the operation of digital power, and constantly improve the level of intelligence, professionalism and rule of law in digital governance for primary levels governments.

3. Digital empowers the operation logic of primary level governments

The government voluntarily changes and realizes the current deficiencies. Digital government construction is a means to optimize the original government institutions. Digital empowerment is not a sudden attack of technology for the primary level government, but an inevitable requirement of the public and the government's self construction. With the development of the society itself, the productivity and production relations gradually develop, the public's demand shows a diversified trend. The government, which provides public services for the public, also needs to improve the means and methods of providing public services. In the author's opinion, for the introduction of this new method and means, the government's attitude at the beginning is not to accept it completely, but to make a series of preparations and accept it in thought. The more diversified second is to continuously optimize the administrative means by observing the impact of the new administrative means on the public. From ideological acceptance to behavior change and take the initiative to feedback and collect the consequences, so as to form a new kind of government service means, so as to provide public services to the public.

3.1. The stage of infrastructure construction

3.1.1. Policy support

Public policy is the direction of political activities to guide and regulate the development of the process of policy formulation needs to be based on the actual development situation, widely listen to the public opinions, through the government departments to discuss the current urgent problems, will focus on the study of this field, and then carry out the policy program screening, evaluation, formulation, pilot and finally comprehensive promotion. The State Council issued the Guiding Opinions of The State Council on Strengthening the Construction of the Digital Government, which clearly calls for strengthening the construction of the digital government. The Guiding Opinions clearly point out that digital government is an inevitable requirement for adapting to the scientific and technological revolution and the development of production and productivity. The policy preparation on the construction of digital government can accelerate the construction of digital government. When the initial pilot policy is carried out, some cities will be the first to get access to relevant policies and programs, forming a

preliminary state of learning, and when the results are significant, it will be promoted nationwide. The role of policies is not only to guide the government's administrative methods, but also for the public to know how to realize public interests and obtain the required public services more conveniently. In addition, policy support will guide the government's actions and enable the public to act within the scope prescribed by the policy. When the relevant policies of digital government construction are promoted on a large scale, the society will form expectations on the government and hope that it can easily participate in political activities and get a sense of participation.

3.1.2. Ideological construction

The purpose of government establishment is to provide social resources and public services needed by the public, promote the all round development of people and maintain the harmonious development of society. In different stages of social development, the government chooses different administrative methods. The traditional government focuses on face-to-face or letter visiting to solve the problems faced by the public. There is no doubt that each administrative means is worthy of affirmation, and in different social stages, its administrative means must be in line with the current social development status. With the development of information technology, information technology is gradually applied to various fields. The essence of the development of information technology is to facilitate people's life. Therefore, government departments whose fundamental goal is to realize the social public interest naturally need to take the initiative to accept and learn the application of information technology in government departments. Traditional administrative actions give more initiative to the government, and citizens cannot participate in the political activities of the government more conveniently, so the status of the government is daunting in the minds of the public. The author believes that some governments will first resist the introduction of new technologies into political activities, which is not only the threat of the initiative in political activities, but also the pressure of greater changes in administrative means. Therefore, the construction of digital government will first resist in ideology, but it has to conform to the trend and then accept the advantages of digital government construction.

3.1.3. Resource preparation

China's traditional government hierarchy requires the realization of the hierarchy of information transmission and order issuance. As for the hierarchy of information, information needs to be transmitted layer by layer by all levels of government. Although the disclosure of information and the transmission and circulation of information in various departments can be ensured in this process, the advantages of timeliness and effectiveness of information are gradually eroded in the hierarchy of information transmission layer by layer. The information transmitted layer by layer not only lengthens the time front of information transmission, increases the falsity of information, but also wastes a certain amount of human resources, resulting in the failure to timely and accurately apply to the process of government governance. However, digital empowerment in the primary levels government governance link can realize the effective integration of information and other resources, so that all departments do not need to pass information through the traditional hierarchical control way, but to establish a unified government platform to achieve faster information transmission and sharing.

3.1.4. Talent training

The application of digital government cannot be separated from the contribution of digital technical talents. When the talents familiar with the application of digital technology are constructively combined with the government, the construction of digital government will be promoted more effectively. The traditional selection of civil servants mainly includes political awareness, moral values and the ability to apply and write basic documents, etc. However, the recruitment conditions of civil servants are more diversified nowadays, and many departments

are beginning to attract outstanding talents in computer science and other related majors. Starting from the recruitment process, it can be found that the government gradually attaches importance to digital construction. After the recruitment and entry process, the government carries out the training of digital 8 technology and convenient technology for civil servants, as well as deep learning, so that the digital government construction is deeply in the mind of every civil servant. These measures not only reduce the employment pressure of talents, but also promote the better combination of talents and government construction, making the digital government construction develop in the direction of science and specialization.

3.2. The application stage of digital enabling government

The construction of digital government is not accomplished overnight. A series of changes from the analysis of the real situation to the study of advanced theories, the formulation and promotion of policies, and the change of the government's administrative thoughts and behaviors are all preliminary preparatory stages for the construction of digital government. The implementation of the construction of digital government from the change of the government's administrative thought to the actual action is inseparable from the promotion of the government to realize the fundamental interests of the public. The combination of digital technology and government departments is not only the innovation of digital technology, but also the optimization of government behavior.

The digital government is more reflected in the update of the way the government works and the way the public works. First of all, in terms of government office, the office location of government workers can be freely changed, which is more free than the traditional way of doing things. Civil servants can work in different places, which is an optimization in terms of geography and freedom in terms of time. Secondly, the construction of digital government builds a government service platform, realizes the integration of government information resources, avoids the phenomenon of the public running repeatedly, and realizes the data dialogue with the public and the innovation of data services. Third, the construction of data government affairs platform is promoted in the government affairs platform of various provinces and cities, and is also reflected in the portal websites of various government departments. Compared with the past, complaints against the 9 government can only be made through traditional means such as letters and visits, while the construction of digital government enables the public to express their demands reasonably within the scope permitted by law, ensuring the freedom of public participation in government affairs. In addition, in the process of digital government construction, the relevant government activities of the government are openly and transparently displayed in front of the public, which promotes the construction of a transparent government, expands the distance between the government and the public, and improves the credibility of the government. Fourthly, the advantages of information technology are also reflected in the accuracy and timeliness of data processing. When information technology is applied to government activities, it can be of great help in the supervision of civil servants' work behaviors, government leaders' attention to issues in the public sphere, performance evaluation of the government's annual work results, and monitoring of the public's satisfaction with government behaviors.

3.3. The service survival stage

Digital enables the construction of primary levels government, just as information technology is integrated into People's Daily life, the construction of digital government will not stop abruptly, but will continue to optimize in the direction of social needs. The development of anything will appear double-edged sword phenomenon, of course, the author is not to deny the promotion of the policy of digital government, but under the guidance of the policy of digital government construction, there will be some negative phenomena that are easy to appear in government work. But generally speaking, the integration of digital government technology in

the development of government departments can promote the trust relationship between the government and the public on the one hand, and realize the openness and transparency of government information and the optimization of the functions of digital government and service-oriented government on the other hand. The construction of digital government should not only promote the optimization, but also strengthen the maintenance. With the gradual promotion and application of digital government, social demands will gradually show a diversified trend. The biggest feature of the current digital government is that it can meet the needs of the public at any time by using technology. However, the development of the government not only takes the needs of the public as the orientation, but also requires the government to conduct in-depth market research and infer the governance problems that will occur in the future of the society. The government can walk side by side with the needs of the public, and even take the lead in estimating the future needs of the public, so as to accurately optimize the construction of the government platform and improve the means of digital government construction.

At present, the function of digital government construction focuses on the realization of the pursuit of public interests, which is the consistent principle of government departments. However, digital government should not stop there. The evaluation of digital government governance performance includes not only the realization of public interests. Broadly speaking, the overall goal of digital government is to modernize the governance system and governance capacity of the entire government organization. The governance system represents the policy, while the governance capacity represents the execution capacity of the government. When the digital government is fully promoted, the entire government organization will form a coordinated, integrated and unified operation of the organization, so as to serve the people more efficiently. The digital government should also pay attention to the reasonable suggestions put forward by the public on the public platform, present a more humanized digital government after-sales service, and strengthen the public's trust in the government itself and the construction of government affairs platforms.

4. The risks in the construction process of primary levels digital government

With the organic integration of digital technology and government activities, government agencies should make scientific and rational use of these technologies in the process of technology introduction. However, it is inevitable that with the diversification of social needs and the improvement of government governance capacity requirements, the collection of data information, the application of data and the after-sales support of data will also be hindered in the process of digital government construction. Whether the data is processed properly or not, the government uses digital technological means to govern and other phenomena need to be paid attention to in the process of primary levels government governance.

4.1. The process of data collection is difficult.

The process of digital government governance relies more on data to promote its work, and it relies more on data to connect the public and society. Therefore, the accuracy of data is closely related to the governance effect of the government. At present, in the process of government's digital transformation, there will be difficulties in data collection. First of all, the information literacy of local residents is very different, and this phenomenon is more common in the process of primary level government governance. It is difficult for primary level government staff to collect information, and the same number of staff members face a large amount of information collection workload, which directly affects the efficiency of government governance. Secondly, primary levels government digital governance lacks effective professional teams to help data collection work. At this stage, in the process of implementing primary levels data governance,

the provincial governments generally obtain social technical support in the form of outsourcing contracts. Within the system, some personnel within the organs are uniformly trained and their positions are adjusted to be responsible for such work. However, at the village and community level, the data collection work of primary levels governments is often carried out in different ways, but the problem of difficult data collection is still not substantively solved in practice.

4.2. The degree of data utilization is low

Data collection and calculation is the collection stage of digital resources. In order to transform data information into a practical and usable governance foundation, the key is to conduct targeted analysis of data resources according to actual governance needs. At present, the low level of government data utilization is mainly reflected in the problems such as the rigidity of data service objects and the single dimension of data analysis caused by the backward concept of digital governance and immature governance technology. In terms of data service objects, data use has not yet realized the transformation from serving the government to serving the society, the purpose of data processing is to facilitate government management rather than social service as the primary goal, and the cost analysis still focuses on the economic cost of the government rather than the social economic cost, the essence of which is that the social governance subjects have not yet formed a joint responsibility. They have not formed a mature community of social interests. In terms of data analysis dimension, for the analysis and application of data resources such as geographic information, education level, economic level, opinion expression and administrative affairs handling, government organs still stay in simple mechanical statistical analysis and information demand processing, and pay less attention to deeper data analysis work such as social demand prediction, marginal utility exploration and crowd advantage analysis. To develop the governance value of data governance resources, and increase the code for realizing intelligent governance. The lack of use of big data for specific analysis of public opinion information such as "random photos", take the initiative to understand the needs of the public, so as to improve the effect of data application.

4.3. Lack of administrative ethics and boundaries

The main motivation for the government to follow the trend of digitization is that the adoption of digital technology can both improve administrative efficiency and reduce administrative costs. The information age is an era in which everything can be digitized. No matter where people go, people's expressions, emotions, will and behaviors can be informationized and digitized, including personal privacy, which can be directly visible to digital managers under digital technology. It is precisely because human beings are materialized and alienated by the cold big data system that governments sometimes go beyond the boundaries of their powers, capture private information, and invade the private sphere in carrying out digital governance. Although the monitoring system in various social places ensures the safety of people's lives and property, it also makes citizens' personal privacy nowhere to hide. The emergence of digital control makes public power further compress the private sphere, damage the rights and dignity of people's free travel, and finally restrain the participation of social subjects in digital governance with the compulsion of public power. Even in public places, people have a reasonable expectation of personal privacy, and they do not want to be exposed and tracked, let alone receive special attention for other reasons. The space controlled by digital governance also belongs to the public space. When primary levels people present their personal information in the public space, it is tantamount to acquiescing to the disclosure of personal information, but they do not want to be watched with ulterior motives in the digital space. Even in the case of voluntary disclosure, they do not want their private information to be extracted without taboos. Moreover, in digital governance, primary levels government leaders are also derelict in their oversight of public digital information. In the absence of adequate protection from the traditional legal system, a large number of personal consumption footprints, interest

preferences and travel trends captured and analyzed by big data have been leaked, resulting in an epidemic of digital fraud and financial crimes.

5. The direction that can be optimized for digital government construction at the primary level

Relevant departments should use digital technology to collect, analyze and store data information between the upper and lower levels of government and different departments, create a data management database with township governments as the lowest level unit, control it through the administrative power of township governments, open the use rights of internal departments, and realize the sharing of data resources. At the same time, the identity authentication, authorization, the use of resources and other behaviors should be supervised. To improve the utilization rate of data by optimizing and updating data collection methods and changing data application scenarios, government departments should adhere to public ethics and morals, process the public's personal data within the scope permitted by the legal system, and protect the public's right to privacy.

5.1. Innovate data collection and application methods

Prevent technology dependence and retain the traditional governance model familiar to "technology refugees". By building an integrated system for government affairs, it will create public data opening procedures that can be cross-platform, cross-department, cross-level and cross-regional, and promote the smooth exchange of business data between heterogeneous systems and old and new systems. For departments and units with limited scope of functions, low frequency of e-government use and semi-marginalization, their traditional data operation model should be updated and a platform interface that integrates multiple departments should be created. At the same time, according to different platforms, data providers and users are summarized and potential application scenarios of data packets are classified to ultimately reduce "information islands" and provide users with integrated applications and one-stop services. Based on the platform model, all departments can publish shared data and application requirements on the shared portal to achieve the integration of the platform's access, retrieval, viewing, updating, downloading and management functions and reduce information duplication. This is the so-called data "collection once, multi-party use".

5.2. Improve the training system for data talents

All the participants in the process of digital government construction are related to the quality of digital government construction. It is necessary to strengthen the responsibility consciousness of government management and government business level, as well as their moral and ideological consciousness and other aspects of the ability. The electrification of government work depends not only on the construction of information infrastructure, but also on the scientific operation of e-government by government staff, the operational proficiency of government staff and the ability to deal with emergencies, which all determine the efficiency and performance of the digital government. Therefore, a qualified government worker should have skilled business ability, scientific and technical ability, reliable service and other capabilities, and be able to apply the learned technology to the actual work, so as to put himself in the people's shoes to optimize the masses' working experience. To cultivate more digital talents, it is necessary to strengthen the construction of digital capacity of government officials through theoretical learning and skill training, so that they can clearly understand the ethical principles of digital governance, so as to better serve the masses.

5.3. Strengthen ethical and moral training

In the digital age, the data in the public space has exploded, and information security is no longer a normative issue with personal data control as the core, but a governance issue of how to promote the effective management of public space data from two aspects of management and technology. Administrative departments must establish a data guarantee mechanism that integrates data ownership protection, data desensitization, database management and early warning with high technology support, so as to maintain the performance of digital governance at the primary levels level. On the one hand, when it comes to security issues involving data cleaning, database security, data flow, etc., the government should have solid technical support, spontaneous and conscious public awareness, and moral integrity; On the other hand, the government has also formulated a comprehensive and powerful data protection system, which directly affects the goal of primary levels governments to achieve effective digital governance. The idea of solving all problems through digital technology should be abandoned, especially for the digitally vulnerable groups, and more humanized management models should be explored, such as integrated online and offline development. The public groups targeted by the primary levels governments have a weak awareness of information protection. The public's complete trust in the government does not mean that they will voluntarily expose their information to the government. The government should strengthen the publicity of government data information security and improve the protection of government information by governments at all levels. At the same time, the boundary of information data between the government and the public should be established, the awareness of administrative ethics and morality of civil servants should be raised, and the behavior of government staff should be regulated through selfdiscipline and heteronormality.

6. Conclusion

The construction of digital government is the embodiment of the transformation of government functions. On the one hand, digital government breaks the information island phenomenon among various government departments, enables the integration of information and data resources among various departments, ensures the openness and sharing of information, and enables various departments to cooperate with each other and integrate and process resources efficiently; On the other hand, digital government establishes a cordial relationship between the government and the public, strengthens the public's willingness to interact with the government politically, and promotes the public's effective supervision of the government's administrative behavior. The construction of digital government has become an inevitable trend, both the government and the public should take a positive attitude to participate in the process of political interaction of digital government. The development of the transitional government cannot be achieved without the dual roles of the government and the public. The government should seize the opportunity in time to optimize the way of government behavior. The public should give the government maximum trust and actively participate in the interaction with the government, so as to jointly promote the development of the government in the direction of digital. In the process of the application of digital government, compared with the characteristics of traditional government work, great changes have taken place in the working behavior and working mode of government staff, and the ways of public participation in government decision making have also changed. These changes are not only an opportunity for social development, but also an effective way to realize the modernization of governance system and governance capacity.

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