

Research on the Countermeasures of Promoting the Networked Urban-rural Sharing of Social Public Resources in China

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Abstract

The imbalance of public resource allocation in urban and rural society restricts the realization of rural revitalization. Modern information network technology can effectively promote the sharing of public resources between urban and rural areas. Based on the concept of urban-rural integration and integrated development and the current situation of the sharing of public resources in China, relying on modern information network technology, focusing on the perfection of sharing policy, the improvement of sharing mechanism, the expansion of shared path, and the improvement of sharing efficiency, this paper probes into the ways and strategies of promoting public resources such as education, science, culture, health, and infrastructure to realize the network sharing between urban and rural areas.

Keywords

Social Public Resources, networking, urban and rural sharing, countermeasures.

1. Introduction

Social public resources refer to the means of production or means of livelihood which can be used or consumed by all residents and communities, and the core of its connotation is publicity, which corresponds to private resources and property. These public resources are socially owned and serve all residents, business units, and social organizations within the jurisdiction. Urban and rural public resources can improve the quality of life of urban and rural residents, provide more quality public services, and facilitate people's lives. Therefore, whether urban and rural social public resources can achieve a balanced allocation, affecting the coordinated development of the country and region, is the basis for the realization of the goal of urban and rural integration. Since the reform and opening-up, China's social economy has grown rapidly, the Comprehensive National Power has increased substantially, and the proportion of social public services in people's lives has gradually increased. However, with the rapid development of the economy, the contradiction of the unbalanced allocation of social public resources is becoming more and more obvious. In recent years, the country has fully implemented the rural revitalization strategy, in such an era background, how to improve the level of rural public resources allocation, to promote the balanced allocation of urban and rural public resources has become an urgent task. It is of great practical significance to study how to use modern information network technologies such as big data, cloud computing, Internet of things, and artificial intelligence to explore ways and strategies to promote the sharing of public resources between urban and rural areas in China.

2. Research of Related Literature

In some developed countries, the Urbanization by country is generally high, and there is no great difference in the allocation of public resources between urban and rural areas, which generally achieves the balance and integration of the allocation of public resources between

urban and rural areas. In foreign countries, most of the researches on the sharing and allocation of urban and rural public resources focuses on the framework of urban-rural dual structure theory. Bert Hofman (2005) studies in Vietnam, Indonesia, and China show that there are huge differences in the location of resources between urban and rural areas in these countries, therefore, the allocation of urban and rural public resources is seriously unbalanced. Vande Walle (2005) proposed that the imbalance of urban and rural public resource allocation is due to the tilt of resource allocation policy, and will form a long-term negative effect on social development. Bruce (2005) and Ste Phen (2002) put forward the countermeasures of optimizing the allocation of public resources in the aspect of government policy finance. The former proposed that the government could reduce the differences in the allocation of public resources between urban and rural areas utilizing refunding taxes and subsidies, the latter cited the example of the successful use of fiscal transfers in the United States to effectively reduce the disparities in the allocation of public resources between different geographical areas and the effect of increased financial input was very good.

Helidao (2011) studies the public health care in China's rural and urban areas and points out that: "Both of them have an upward trend in health care expenditure, but the rate of increase in rural public health care expenditure is significantly lower than the rate of increase in urban health care expenditure, which also makes the rural and urban health care level have a certain gap." Shi Yishao (2003), a Chinese scholar, has proposed to promote the urban-rural coordination of public resources system changes; Han Jun (2010) proposed that the government should accelerate the allocation of social public resources to rural areas; Jiang Jie and Ren Jianghua (2012) found that the establishment of a standardized public resource trading market is conducive to improving the efficiency and quality of Public Resource Allocation; Hu Shouyong (2014) stressed that the new type of urbanization on the allocation of public resources in broader field requirements. Chen Jianguo (2010) focuses on the study of the period of the imbalance in the allocation of urban and rural resources and points out that the gap in the allocation of public resources between urban and rural areas has been widening since the reform and opening-up, the reason is that the government pays more attention to the construction and investment of urban public resources. At home and abroad, the research on the optimal allocation of urban and rural public resources is carried out from the overall perspective, most of which focus on the allocation of public resources and the unbalanced mechanism, and pay less attention to the problem of sharing public resources in urban and rural society with Chinese characteristics, in particular, the lack of research on how to serve the rural revitalization strategy, use modern information network technology, and promote the sharing of public resources between urban and rural society is the focus of this paper.

3. The Present Situation of Urban-rural Sharing of Social Public Resources

China's urban and rural public resources in the allocation of the city as the core of the strategic planning, which makes a variety of social public resources more concentrated in urban areas, urban and rural social public resource allocation differences have become increasingly prominent. One of them is the unbalanced allocation of public resources and the imperfect sharing mechanism. At present, the prominent problems in the process of sharing public resources between urban and rural areas are mainly reflected in the following aspects:

3.1. Uneven Infrastructure Development

In today's data age, the popularization of the Internet shortens the distance between urban and rural areas, and also promotes the development of networked sharing of public resources between urban and rural areas. However, at present, in terms of the current Internet penetration rate in rural areas, it is difficult to reach a high level of network resource sharing environment. The data show that as of December 2018, the number of Internet users in rural

areas was 222 million, accounting for 26.7 percent of the total Internet users, and the number of Internet users in urban areas was 607 million, accounting for 73.7 percent, the latter was up 43.62 million from the end of 2017, an annual growth rate of 7.7 percent. Urban and rural Internet users scale growth rate difference is not significant, the gap between the two changes are not obvious. But compared with the number of Internet users alone, the cities and towns are twice as many as the rural areas, and the gap is obvious. The main reason is that there is a big gap between urban and rural infrastructure construction, which makes the sharing of public resources more difficult.

3.2. Sharing Mechanisms Need to be Improved

Capable of transmitting and sharing network information in the form of documents, tables, videos, audio, pictures, links, indexes, by turning health care, social security, liberal education, and infrastructure into these forms. The current sharing model is that each organization has its sharing platform, through which the data can be shared to different regions, which is more dependent on the functionality of the platform software itself, and the information resources are downloaded passively, transmission efficiency is not high.

3.3. Overall Allocation Efficiency is not High

There is a positive correlation between the equilibrium degree of social public resource allocation and the efficiency degree of resource allocation. In the whole system of urban and rural resource allocation, the efficiency of social public resource allocation is not high because of the imperfection of the organization system and allocation mechanism. Some grass-roots people's needs are difficult to get a timely response is also an important factor affecting the overall allocation efficiency.

3.4. Low Level of Shared Technology

The network sharing mechanism of urban and rural social-cultural public resources have not yet been established, the sharing system of social public cultural resources has defects, and the efficiency of the whole system has not yet reached the requirements. Taking the university library as an example, because the sharing technology level of the General Branch Library is relatively backward, the database data capacity is insufficient, the speed gap between the General Branch Library and the branch library is relatively large, the actual operation of the network resource sharing of the general-branch library system is not satisfactory.

3.5. Lack of Applied Technology Talent

It is more difficult to realize the network of public resources in the township grass-roots level. With fewer resources in the countryside, some technicians have trouble fulfilling their ambitions, leading to a brain drain to the cities. Many new projects lack the technical guidance of professionals, users can not successfully and efficiently complete the operation of the shared infrastructure, cannot achieve their use of resources, at the same time, resulting in long-term idle facilities. The mature public service skills of technical instructors can promote the networking and sharing of urban and rural resources, although the proportion of college students entering the work of township governments has increased in recent years, optimizing the educational structure of some township government staff, the overall quality of civil servants has gradually improved, but there is still a single knowledge structure and lack of professional skills in the network sharing.

4. The Sharing Mechanism of Social Public Resources based on Network

The networked co-construction and sharing of urban and rural public resources is a long-term improvement process, and the mechanism of networked co-construction and sharing of public resources should be improved continuously. We should find out the problem according to the

reality and make the strategic plan of the development of the networked sharing system of social public resources. We will improve the sharing mechanism, give due consideration to urban and rural development, and coordinate the development of networked sharing and co-construction of social public resources. One of the important ways to realize the sharing of urban and rural public resources is to construct the network sharing mechanism of public resources, coordinate all the resources, and establish effective ways to ensure the efficient use of information resources.

4.1. Cities and Villages

As long as the mechanism of network sharing of public resources between urban and rural areas is platform sharing, such a mechanism mainly consists of three mechanisms: resource sharing, responsibility, and risk-sharing. The first is the mechanism of resource sharing. The direct benefit of providing public services with network structure lies in the sharing and connectivity of information, which can complement the disadvantages of information resources, the foundation of constructing resource sharing mechanism is the establishment of information sharing platform. In the process of constructing the responsibility mechanism, we should grasp both the effectiveness of the monitoring governance and the establishment of the Accountability System, in which the accountability system plays a role in assisting the monitoring process, it includes the accountability to government, the accountability to enterprises and the accountability to the public, and finally, the risk-sharing mechanism. The risk-sharing mechanism can enhance the risk-bearing capacity of users by expanding the risk-bearing area.

4.2. Government and Residents

This mechanism mainly plays the role of forming the network sharing structure. And maintaining the network sharing effect. It mainly consists of three mechanisms: cultivation and guidance, trust and cooperation. The first is the training and guiding mechanism. The government should cultivate the public service consciousness of all the participants, to promote the integration of the networked organizational structure of the participants with the help of the guiding role of the service concept, thus forming the centripetal attraction, the formation of Auxiliary Cooperation Mechanism. Then there is the trust mechanism, which is the pivot of the whole mechanism. Trust can play the role of "lubricant" and "adhesive", reduce friction and internal friction, promote the formation of cooperation, through the cultivation of social capital.

4.3. Building, Maintenance and Suppliers

This mechanism can be said to be the bridge of the interaction of urban and public resources, which mainly plays the role of interaction and integration and coordination. In detail, the first is the interactive mechanism. Smooth and barrier-free interaction is a necessary condition for the efficient supply of public services. Second, the integration mechanism, the public resources for the network integration package, to share in the latter can be more convenient.

5. The Network-based Sharing Path of Social Public Resources

To realize the networked sharing of social public resources is the inevitable desire and result of the development of science and technology, economy and society. The rapid development of the Internet and the gradual perfection of Wan and Lan make the networking of social public resources gradually become a reality. It is one of the most important works to establish a public resources network sharing platform. Making full use of modern technological means such as information data and network to carry out the construction of the platform, based on which the system integration analysis of information resources is carried out, to build a sharing platform

with commonweal and strategy to meet the needs of resource sharing network, and then achieve the goal of urban and rural sharing.

5.1. Construction of a Digital Information Resource Sharing System

With the development of science and technology, the popularization rate of the mobile terminal becomes higher and higher. More and more people are accessing the Internet through a mobile terminal, so we should take advantage of the high popularity of the mobile terminal and set up an electronic library. It is no doubt that the library is a very important part of college education, and the quality of the library is also an important factor in judging the strength of colleges and universities. In the process of teaching and Scientific Research, the library is an important resource access channel for teachers and students, as well as the main platform and media to achieve the goal of information resource sharing, and plays an indispensable role, in the realization of social public resources sharing network to play a leading role in the demonstration. Besides, the electronic library can simply and effectively achieve the inter-library loan, the establishment of a file transfer service platform can better achieve resource sharing.

5.2. Social Development of Discrete Digital Resources

The important part of the Socialization of information resources is to integrate the discrete archival information work. According to the actual situation in China Today, the Archives of various departments have kept quite a part of the archives, but due to the irregular operation and the difference of the subsidiary relationship, it has formed a fragmented environment and is not convenient for unified management, such as reputation files, medical files, college files, etc. For the scattered archives, the socialization development should not only be a simple manipulation of the department but also actively mobilize the power of every intervener to participate in the research of the socialization and sharing of the scattered digital information resources.

5.3. Building Urban-rural Hospital Consortia through Sharing Chains

The integration and integration of urban and rural resources is the ultimate goal of social resources sharing, and medical and health care is also an event that people focus on, how to use the network to promote public health resources to achieve urban-rural sharing is the core issue of integration achieved. Therefore, we can construct the urban-rural hospital association, and consider the integration of health care resources from the perspective of sharing chain. Putting the utilization of some public health service resources between urban and rural areas in the region on a sharing platform, thus forming a sharing chain, the medical institutions involved in the whole sharing chain have a stable relationship similar to the contract agreement between enterprises. With the participation of many urban and rural network workstations (primary-level medical institutions) in the sharing chain, a sharing the network is formed, thus the benefits brought by the sharing of public medical resources are not exclusive to the city, but by participating in the whole sharing chain of urban and rural medical institutions common benefits.

6. Conclusions and Implications

6.1. A Well-established System for the Allocation of Public Resources

The government plays a leading role in the network balanced allocation system of public resources in the whole society, and the participation of social members is also very important, it is difficult to work out a perfect network allocation system of social resources to meet the needs of all members of society, at the same time, it will affect the effectiveness of social resources allocation. In the specific decision-making and implementation of the balanced

allocation of urban and rural resources, the opinions of rural residents shall be consulted, reasonable adjustments shall be made according to the suggestions, and any attempt shall be made to reduce the gap in the allocation of public resources between urban and rural society, to ensure a fair and efficient allocation of public resources. In practice, it is necessary to clarify the rights and responsibilities of rural residents in the whole process of resource allocation and to mobilize residents to actively participate in the allocation of urban and rural public resources.

6.2. Widening the Network Sharing Path

In addition to the existing passive platform information sharing, but also can take the initiative to increase publicity. On the one hand, we need to increase the Internet penetration rate in rural areas. On the other hand, we need to step up publicity. We can increase online and offline activities, Weibo, WeChat public accounts, and so on; offline can contact local governments, organize activities, strengthen the network to share publicity, deepen the public awareness of using the Internet to access public resources.

6.3. Strengthening the Construction of Rural Shared Facilities

In the financial aspect, the government can increase the level of financial transfer payment, pay more attention to the construction of rural network infrastructure, increase investment in infrastructure construction. Secondly, in terms of the policy, besides increasing financial input, interest subsidy, debt guarantee, tax reduction or exemption are also important ways. Through these policies, social resources will be attracted to invest in rural development, and social funds will be encouraged and directed to invest in the construction of public resources in rural areas, to mobilize the enthusiasm of the people and allow social residents to participate actively in it, then pay attention to the development of rural public resources sharing infrastructure construction. The Government May, in light of local conditions, promulgate corresponding tax preferences and subsidies policies, provide subsidies to a certain extent to social units that invest in rural areas, and provide tax support for the development of public resource-sharing infrastructure, these have an important impact on the sustainable development of networked sharing of social resources.

6.4 improve the monitoring mechanism for the allocation of public resources

In the allocation of urban and rural public resources, we need to establish a complete regulatory system to prevent and eliminate the appearance of image projects and promote the allocation of public resources in place. To increase the intensity of supervision in the whole process of resource allocation, including strengthening internal and external supervision. The government constructs the performance appraisal system with the public resources as the center, promotes the complementarity between the market and the government reduces the disparity of the urban and rural resources sharing level, and promotes the harmonious and parallel development of the two economies. Besides, strengthen the establishment and improvement of internal supervision structure, solve the problems in the allocation of public resources, do a good job in the overall control of public resources.

The networked sharing of urban and rural social public resources is a part of the balanced allocation of social public resources, which is conducive to the integrated development of urban and rural areas, as well as the main way for urban and rural residents to enjoy the fruits of social and economic development, therefore, to enhance the degree of network sharing is of great significance to promote urban and rural economic development and coordinated progress.

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