

# On the Promoting Effect of News Public Opinion Supervision on Local Government Administration

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## Abstract

Supervision by public opinion, as a kind of supervision subject outside the administrative organization, has always been the main force to find unhealthy tendencies and the spread of corruption at the grass-roots level. It is not only an important guarantee for comprehensively and strictly administering the party, but also an effective form of supervision by the media on behalf of the party and the people. Under the defects of the existing administrative management system, the traditional supervision methods and means often can not give full play to its supervision effectiveness, and the supervision of public opinion is the concentrated embodiment of public opinion. It can produce strong public pressure and effectively promote the improvement of administrative efficiency. By analyzing and discussing the dialectical relationship between public opinion supervision and administrative work, this paper summarizes the positive role of public opinion supervision in administrative work, such as promoting the scientific democratization of administrative decision-making, supervising the correct implementation of administrative work and eliminating unhealthy tendencies, and promoting clean administration. At the same time, public opinion supervision also has some deficiencies, such as the accuracy of public opinion information can not be verified, public opinion information is easy to be labeled and deliberately guided. On this basis, this paper discusses how to effectively supervise and restrict administrative power and prevent its abuse and misuse.

## Keywords

Supervision by Public Opinion; Administrative Work; Positive Role.

## 1. Introduction

In the new network era, due to the increasingly developed mass media, the government influence in the form of radio, television and network is becoming stronger and stronger. The traditional way of administrative supervision, because of its own characteristics and disadvantages, has been unable to play an effective role [1]. Therefore, people hope to use public opinion and public media including radio, television and the Internet to publicly expose various problems related to government activities, which forms a public pressure conducive to criticism, so as to make the government parties aware of the problems and take corresponding measures. For example, the news media reported a large number of various malignant events affecting the public in China, such as the "Sanlu milk powder" incident and the "gutter oil" accident. In the disclosure and handling of such accidents, the news media and the Internet played a pioneer, successively exposed many social problems to the public through various public supervision and news media, and promoted the rapid development of government work [2].

In recent years, due to the discussion of the important role of public opinion supervision in national administration in relevant literature, and most of the contents focus on the theoretical

level, this paper will focus on the case analysis method to carry out a more in-depth analysis and Discussion on this issue.

## **2. The Positive Effect of Public Opinion Supervision on Administrative Work**

### **2.1. Promoting Scientific and Democratic Administrative Decision-making**

By using the powerful publicity force of public opinion, the government administrative organs enable the broad masses of the people to grasp all kinds of decision-making information in time, so as to guide the people to provide their own views or opinions. With the advice of the broad masses of the people, the decision-making of local government departments will also become more democratic, which can avoid one-sided and ideal administrative decision-making to a certain extent, so as to truly realize that government decision-making completely depends on the people and decides for the people.

In recent years, due to the rapid development of the Internet, the administrative departments of the government also began to realize the greatness of online public opinion. Therefore, it can also be said that the Internet has become too powerful to be ignored. Ordinary people are willing to talk freely about something and a decision on the Internet, and government managers are also willing to accept the high-quality opinions of netizens [3]. Even some Chinese leaders have communicated with netizens. Therefore, to some extent, public opinion information plays the role of “think tank” of government departments and can support scientific and democratic decision-making of government departments.

### **2.2. Supervising and Urge the Correct Implementation of Administrative Work**

Law enforcement departments and their personnel often have great power, which makes people pay close attention to the compliance of their own implementation processes. Some local law enforcement departments deviated from their functions due to the temptation of the law, resulting in failure to abide by the law, lax law enforcement inspection and failure to investigate violations of discipline, which seriously violated the dignity of the local legal system [4].

The “Fishing law enforcement” disclosed in Shanghai in 2009 aroused social concern. On September 8, a man with “stomach pain” stopped Zhang Hui’s car, the man said his stomach pain was unbearable. Zhang Hui was arrested by the traffic law enforcement department on the way to the hospital on the grounds of illegal operation. Zhang Hui was detained and fined 10000 yuan. Zhang Hui was dissatisfied with the punishment results of the administrative department and appealed to the court. Finally, the government department confirmed the behavior of “Fishing law enforcement” and apologized to the parties. Zhang Hui won the lawsuit. On October 14 of the same year, sun Zhongjie, a migrant worker, also encountered the riding behavior of “professional fishermen” while driving. Later, he was caught and punished by Shanghai transportation law enforcement authorities. Finally, the desperate sun Zhongjie angrily pointed out to prove his innocence. It is understood that the “hook” appeared as early as 1992 when Shanghai cracked down on black cars. The increase in the number of folk “hooks” was because the local government stipulated that there was a reward for reporting, and the cash reward for each vehicle was 500 yuan.

Once the incident was disclosed, it quickly fermented on the Internet, which has attracted widespread attention from all walks of life. This is a classic online supervision by public opinion. Through the supervision of government management, the public makes the government realize that some law enforcement agencies misinterpret or deviate from the principles in the process of law enforcement, so as to guide the normal implementation of government management.

### **2.3. Eliminating Unhealthy Tendencies and Promote Clean Administration**

In recent years, more government management cases have come into the people's vision, especially in the in-depth development of anti-corruption action, which vividly reflects the importance of public opinion supervision. Corruption was quickly and thoroughly investigated under the extensive exposure of China's Internet network, the vigorous investigation of the majority of Internet users and the Internet public opinion with great influence, and the degree of rectification of illegal and criminal phenomena was also greatly improved.

The case of Zhou Jiugeng, former director of Nanjing Jiangning District Real Estate Bureau, is a model of outstanding results in China's network public opinion supervision and anti-corruption work. In December 2008, Zhou Jiugeng was quickly searched for human flesh on the Internet because of his wrong words and deeds of "seizing developers who sell houses below cost". The fuse of the case was that when he attended the meeting, he was found by careful netizens that the cigarette in his mouth was a "Ninth Five Year supreme" worth 1500 yuan. After being tracked down by netizens, Zhou Jiugeng soon broke out a series of problems such as driving famous cars and wearing famous watches. This incident aroused great attention on the Internet. Netizens jokingly called him "Minister of sky high price cigarettes" and "Minister of the best real estate". Since then, the intermediate people's procuratorial organ of Nanjing has filed and examined the bribery case. It was soon discovered that Zhou Jiugeng took advantage of his position many times during his tenure in the company to seek benefits for others in contracting major engineering projects, company restructuring and internal personnel adjustment. Later, it was found that during Zhou Jiugeng's working hours, he accepted bribes of more than 1.07 million yuan and more than 110000 Hong Kong dollars. Zhou Jiugeng's bribery case was finally closed by being sentenced to 11 years' imprisonment and confiscation of property of more than 1.2 million yuan.

In fact, as early as 2013, the supervision department of China Commission for Discipline Inspection had officially launched its official website and completed the revision in early 2015. At this time, the mobile client was also officially launched. At the beginning of the next year, wechat's public account appeared in front of the public again. This is a comprehensive government portal jointly established by the Central Commission for Discipline Inspection and the Ministry of supervision of the people's Republic of China. The website has all-round functions, accurately and efficiently listened to the people's livelihood and public opinion, and it is also the main battlefield of China's online anti-corruption. This will make the administrative work of the government more open, and the people can more personally experience the role of public opinion in promoting the administrative work of the government. The government launched Web pages and built clients, which has produced a benign development trend in the long run, which is very beneficial to the construction of a clean, pragmatic and effective government staff team. The corruption events exposed through public opinion supervision not only punish corrupt cadres, but also have a deterrent effect on the staff of other government departments, which will also be of great significance to promote the clean and efficient governance of local government institutions and personnel.

## **3. Countermeasures and Suggestions to Enhance the Role of News and Public Opinion Supervision in Promoting Local Government Administration**

### **3.1. Improving Citizens' Sense of Responsibility and Self-discipline**

At present, many products and services are carried out with the help of the Internet. In order to ensure the healthy and smooth sustainable operation of enterprises, consumers must put forward their own opinions with an equal, open, objective and reasonable attitude. However,

today's netizens obviously do not fully have these self-discipline consciousness. First of all, the legal awareness of netizens is uneven. Some netizens can not consider the requirements of relevant laws and regulations when exercising their supervision power. This has also led to the emergence of "human flesh search" and "cyber violence". The quality of mass literacy will determine the civilized level of public opinion supervision and the effectiveness of supervision. Public opinion must rely on the masses' sense of responsibility and self-discipline, strengthen the masses' moral consciousness and improve the masses' public opinion literacy, so as to enhance the influence of the network society and curb online fraud.

In today's society, the Internet has become a part of our basic way of life. In the public speech civilization that promotes the establishment of the basic social order, the self-discipline consciousness of people's ethics has also played a key role. The network society also puts forward higher moral quality requirements for Internet operators, network editors and many ordinary people. They also need to shoulder their moral responsibilities. Nowadays, most of the online discussions are people's own subjective opinions, which are just emotional divergence or emotional venting, and cannot be measured from a more objective aspect. This requires all citizens to be rational and have the ability to distinguish right from wrong, instead of blindly following suit and following suit. However, the sense of civic responsibility must also be a modern understanding of political quality. However, in contrast to the way of public opinion supervision of China's new media, some netizens are only satisfied with entertainment and vulgar information content, while China's major policies ignore social life events, have no subjective enthusiasm for political participation, and are unable to reasonably exercise their democratic rights. Therefore, improving the awareness of national self-discipline is of certain importance to China's social public opinion.

### **3.2. Increasing the Popularity of Public Opinion Supervision and Echo with Traditional Supervision**

At present, China's online media has about 800 million audiences, but the scope is still relatively small, and many people are still obtaining news and information through traditional media. Therefore, government departments should give reasonable guidance and supervision to the supervision of public opinion, strengthen the popularity and strength of public opinion, and integrate the emerging multimedia social public opinion with the traditional social public opinion, so as to realize the healthy and orderly development of social public opinion and provide a fair public opinion supervision platform for the people.

Although at present, the cases that China has made great progress in social public opinion are first disclosed through the Internet, there is no doubt that online supervision is only the manifestation of social public opinion. In addition, the public can also carry out social public opinion supervision with the help of multimedia methods, such as newspapers and media. Although the communication speed is not so fast through this kind of supervision and online monitoring, Moreover, the information transmission area is not so wide, but the information disclosure in the process of government management and supervision is also more detailed, specific, objective and closer to the truth. Moreover, the social public opinion report summarized by the new media and other media is also more professional and objective, which is lacking in the social public opinion report under the network platform. Therefore, from a comprehensive point of view, the community public opinion supervision under the network platform and multimedia platform has their own advantages and disadvantages. In the future development, they can match each other, develop their strengths and avoid their weaknesses, so as to promote the all-round development and improvement of social public opinion supervision.

### **3.3. Strengthening the Construction of Network Media and Reasonably Guide Public Opinion Supervision**

Some bad social phenomena or after being exposed in a major event have attracted extensive public attention and comments. Usually, this is the beginning of social public opinion supervision. However, in the process of supervision, due to the differences of human values, perspectives and purposes of observing social problems, many social public opinion events have a good starting point at the beginning, but in the later progress, they may not develop further or deviate from what human beings hoped in the early stage. This requires scientific guidance to government departments and relevant organs and the introduction of public opinion supervision into the new track of effective supervision of the government. Accurately, comprehensively and scientifically master online public opinion, and successfully dredge and handle online public opinion. Government departments should understand the hot spots concerned by netizens at the first time, find the crux of the problem, and respond to the incident quickly and boldly.

Combined with the function and significance of public opinion guidance, improving the website construction of government departments is conducive to establishing the strength of public opinion, promoting the implementation of the forward principles and policies of the Communist Party of China, promoting the Internet as the main way to express public opinion, and making all people increasingly become the Masters of Internet public opinion.

### **3.4. Establishing Information Feedback and Accountability Mechanism**

Finding practical problems and then effectively dealing with practical problems is the key to carry out public opinion supervision. Public opinion information refers to the reflection of people's satisfaction with government administration through supervision. For some phenomena of violation of law and discipline, loss of post and dereliction of post exposed by public opinion information, the superior government departments should pay attention to and deal with them in time, and timely report the problem-solving situation to the relevant government units, so as to form a corresponding information mechanism. Whether it is the "Zhou Jiugeng bribery case" or "Longting Lake Bridge Construction" or "Fishing law enforcement" mentioned above, such things usually require the people to actively participate in democratic supervision, reflect the administrative situation of the government, and the government departments take the initiative after receiving this feedback signal, and reflect the case handling results to the people again, so as to form the corresponding information mechanism.

## **4. Conclusion**

Although the administrative efficiency of the government under social public opinion has been improved to a certain extent, there are also many problems in the improvement, and the emergence of this problem will directly affect the current administrative work of the government and the progress of socialist democracy and legal system construction. At present, there are relatively few specific research results on the effectiveness of social public opinion and government work. Therefore, we will carry out more in-depth exploration from the two aspects of theory and practice through literature research method, comparative research method, social function analysis method, example method and so on. Based on a comprehensive introduction to the basic meaning and characteristics of social public opinion, this paper systematically summarizes the positive and positive influence of social public opinion in government management, discusses how to curb or weaken its negative function, and also points out the effective ways to improve the efficiency of government public opinion supervision under the current situation, in cultivating the public's sense of social responsibility

and self-discipline, strengthening the popularization of public opinion, This paper discusses how to improve the efficiency of government management through the rational use of social public opinion, so as to truly achieve the goal of “honest, diligent, rigorous and efficient” government management, so as to make the government’s administrative work carry out normally in the sun, Serve the people wholeheartedly.

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