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Research on Digital Rural Construction and Public Service Supply: Taking the Anhui, Zhejiang and Jiangsu as an Example

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ABSTRACT

Digital rural construction is an important means to achieve the rural revitalization strategy and an effective way to improve the supply level of rural public services. This article takes the Anhui Zhejiang Jiangsu region as an example to analyze the current situation, operational mechanisms, development difficulties, and advantages of public service supply under the background of digital rural construction. It proposes the path selection of public service supply under digital rural construction, including formulating quality implementation standards for digitalization of rural public services, constructing a rural public service data sharing mechanism, strengthening the construction of digital infrastructure for rural public services Promoting the deep integration of digital technology and rural public service elements, and improving the quality evaluation mechanism for digitizing rural public services, aiming to provide some suggestions for the construction of digital rural areas and the supply of rural public services.

KEYWORDS

Digital countryside; Public services; Operation mechanism.

1. CURRENT SITUATION OF DIGITAL RURAL CONSTRUCTION AND PUBLIC SERVICE SUPPLY DEVELOPMENT

1.1. Current Development Status of Digital Countryside and Public Service Supply in China

(1) Strong policy support. In recent years, China has issued a series of policy documents on digital rural construction and rural public service reform, such as the Guiding Opinions on Accelerating the Construction of Digital Countryside, the Opinions on Accelerating the Modernization of Agriculture and Rural Areas, and the Opinions on Deepening the Reform of Rural Public Service System and Accelerating the Integration of Urban and Rural Development, Provided policy guidance and guarantees for the construction of digital rural areas and the supply of public services.

(2) The level of technical application is relatively high. China has made significant progress and innovation in areas such as the Internet, big data, artificial intelligence, and the Internet of Things, providing technical support and platform carriers for digital rural construction and public service supply. Examples such as agricultural Internet of Things, agricultural big data, agricultural cloud platforms, rural e-commerce, and rural smart communities are typical applications of digital technology in the rural field, making significant contributions to the subsequent improvement of digital rural construction.

(3) The service content is rich and diverse. In the past few years, China's digital rural construction and public service supply have covered multiple aspects such as agricultural production, agricultural governance, and rural healthcare, providing comprehensive services for farmers. Smart agriculture, smart elderly care, smart education, etc. are all important contents of digital rural construction and public service supply.

(4) The service effect has significantly improved. The construction of digital rural areas and the supply of public services have been empowered by digital technology, which has improved the efficiency and quality of services, increased the reliability and transparency of services, and increased the satisfaction and trust of government public services. Digital technology can help farmers achieve precise fertilization, irrigation, disease prevention, and improve agricultural production efficiency and quality; Assist the government in achieving information disclosure, public opinion collection, policy promotion, supervision and accountability, and improve the level of rural governance and democratic participation; It can also help farmers achieve remote education, medical care, and improve their quality of life and happiness.

1.2. Current situation of digital rural construction and public service supply in Fengyang County, Anhui Province

Fengyang County in Anhui Province is one of the main battlefields in the national poverty alleviation campaign and one of the pioneers in the construction of digital rural areas in China. Fengyang County, led by "Internet plus", takes "one mu of three parts of land" as the core, "three ones" as the support, and "four full coverage" as the goal, constantly lays a solid service foundation.

(1) "Internet plus + government". The establishment of the "Fengyang Government Cloud" platform has achieved the integration and sharing of government information resources, providing online processing and query functions for government services. At the same time, the "one-stop processing" system has been implemented, including all administrative approval matters of all levels and departments in the scope of online processing, achieving the goal of "running at most once".

(2) "Internet plus + education". Establish the "Fengyang Education Cloud" platform, realize the centralized management and sharing of educational resources, provide online learning and interactive functions of educational services, promote the "Internet plus classroom" model, combine Internet technology with classroom teaching, and achieve online teaching for teachers and online listening for students.

(3) "Internet plus + Medical". The "Fengyang Health Cloud" platform was established to provide online reservation and consultation functions for medical services, promote the "Internet plus + Hospital" model, combine Internet technology with hospital management, and realize the intelligence and informatization of hospitals.

(4) "Internet plus Culture". The "Fengyang Culture Cloud" platform was established to realize the digitization and display of cultural resources, provide online viewing and participation functions of cultural services, promote the "Internet plus cultural activities" model, combine Internet technology with cultural activities, and realize the diversification and enrichment of cultural activities.

(5) "Internet plus + Social Security". Create the "Fengyang Social Security Cloud" platform, realize the collection and query of social security information, provide online application and processing functions of social security services, promote the "Internet plus + elderly care" model, combine Internet technology with elderly care services, and realize digital village construction and public service supply projects in multiple fields such as personalized and intelligent elderly care services.

1.3. Current situation of digital rural construction and public service supply in Pingyang County, Zhejiang Province

Pingyang County in Zhejiang Province is one of the demonstration areas for digital rural construction in China and also one of the leaders in the development of rural e-commerce in the country. Pingyang County, led by "e-commerce+", with "one village, one product" as the core, supported by "four ones", and with "four full coverage" as the goal, has created the following digital rural construction and public service supply projects:

(1) "E-commerce + Agriculture": The establishment of the "Pingyang Agricultural Products Online Supermarket" platform has achieved online sales and offline distribution of agricultural products, provided quality assurance and price discounts for agricultural products, promoted the characteristic industry development strategy of "one village, one product", combined e-commerce technology with agricultural production, and achieved the creation and promotion of agricultural brands.

(2) "E-commerce + Government Affairs": The "Pingyang Government Affairs Service Network" platform has been established to achieve centralized display and sharing of government information resources, provide online application and processing functions for government services, and achieve convenience and standardization of government services. At the same time, Pingyang County has implemented the "e-commerce + village affairs" model, combining e-commerce technology with village affairs management, achieving functions such as village affairs openness, public opinion collection, and people's livelihood supervision, and improving the participation and satisfaction of villagers.

(3) "E-commerce+Education": Building the "Pingyang Education Cloud" platform, realizing online access and sharing of educational resources, providing remote teaching and interactive learning functions for educational services, and achieving the improvement and balance of educational quality. At the same time, the "e-commerce + vocational education" model has been implemented, combining e-commerce technology with vocational education, achieving training and certification of vocational skills, and improving the employment ability and income level of farmers.

(4) "E-commerce + Culture": The "Pingyang Cultural Cloud" platform has been established to achieve online access and sharing of cultural resources, provide remote viewing and participation functions for cultural services, expand and deepen cultural dissemination, promote the "E-commerce + Intangible Cultural Heritage Protection" model, combine e-commerce technology with intangible cultural heritage protection, achieve the display and sales of intangible cultural heritage products, and improve the value and influence of intangible cultural heritage culture.

1.4. Current situation of digital rural construction and public service supply in Suqian City, Jiangsu Province

Suqian City, guided by "wisdom+", with "one village, one characteristic" as the core, supported by "three ones", and with "four full coverage" as the goal, has created digital rural construction and public service supply projects in multiple fields such as "intelligence +agriculture", "intelligence + government", "intelligence + education", "intelligence + healthcare", and "intelligence + culture".

(1) "Intelligence + Agriculture". Suqian City has established the "Suqian Agricultural Big Data Center", which realizes the collection, analysis, application, and sharing of agricultural data, provides precise fertilization, irrigation, and disease prevention functions for agricultural services, and realizes the intelligence and efficiency of agricultural production. At the same time, Suqian City has implemented the "one village, one characteristic" agricultural industrialization development strategy, combining smart technology with agricultural characteristics, achieving the creation and promotion of agricultural brands, and increasing agricultural added value and income.

(2) "Intelligence + Government Affairs". Suqian City has established the "Suqian Government Service Network" platform, which realizes the centralized display and sharing of government information resources, provides online application and processing functions for government services, and realizes the convenience and standardization of government services.

(3) "Wisdom + Education". Suqian City has established the "Suqian Education Cloud" platform, which enables online access and sharing of educational resources, provides remote teaching and interactive learning functions for educational services, and achieves the improvement and balance of educational quality.

(4) "Smart + Medical". Suqian City has established the "Suqian Health Cloud" platform, which enables online access and sharing of medical resources, provides remote diagnosis and consultation functions for medical services, and improves medical efficiency and convenience. At the same time, Suqian City has implemented a "smart+health management" model, combining smart technology with health management, achieving the collection and analysis of health data, providing health guidance and warning functions, and improving the health level and awareness of farmers.

2. OPERATION MECHANISM OF PUBLIC SERVICE SUPPLY UNDER DIGITAL RURAL CONSTRUCTION

2.1. Organizational integration: cross departmental correlation of rural public service supply

The supply of rural public services involves multiple departments and levels, such as education, health, social security, culture, environmental protection, etc. These departments have different responsibilities, powers, and interests, which can easily lead to problems such as resource dispersion, information isolation, and low efficiency. In order to solve these problems, the public service supply under the construction of digital countryside needs to achieve organizational integration, that is, through the support of digital technology, to achieve cross departmental correlation of rural public service supply, break down barriers between urban and rural areas and departments, and form a unified and coordinated working mechanism. The current work mainly involves the following departments:

(1) Rural Public Service Digitalization Leadership Group: composed of relevant department heads, responsible for overall planning, coordinating and promoting, and supervising the implementation of rural public service digitization work.

(2) Rural Public Service Data Center: Centralized storage, management, and analysis of data resources related to rural public services, providing data support and services for various departments.

(3) Rural Public Service Information Platform: Integrate business systems and application systems from various departments to provide one-stop online services for farmers.

(4) Rural Public Service Collaboration Network: Utilizing technologies such as the Internet, Internet of Things, and cloud computing to achieve information sharing and business collaboration among various departments.

2.2. Service Co creation: Building a Rural Digital Public Service Community

The supply of rural public services is not only a one-way output of the government or other social organizations to farmers, but also a two-way interaction between farmers and the government or other social organizations. In the context of digital rural construction, farmers are not only recipients and users of public services, but also participants and contributors to public services. Therefore, the supply of public services under the construction of digital rural areas needs to achieve service co creation, that is, through the empowerment of digital technology, to achieve cooperation and innovation

between farmers and governments or other social organizations, and to build a rural digital public service community. Specifically, service co creation mainly includes the following aspects:

(1) Promote the improvement of digital literacy and participation awareness among farmers, actively carry out digital training, publicity, consultation and other activities for rural public services, and enhance farmers' awareness, trust, and use of digital technology.

(2) Continuously stimulating the innovation ability and entrepreneurial spirit of farmers, utilizing digital innovation platforms, entrepreneurship platforms, incubation platforms, etc. for rural public services, to support farmers in carrying out innovation and entrepreneurship projects related to digital technology.

(3) Increase the channels and ways for farmers to participate, establish feedback mechanisms, evaluation mechanisms, supervision mechanisms, etc. for the digitization of rural public services, and enable farmers to participate in the process of demand investigation, scheme design, and effectiveness evaluation of public services.

(4) Establish a mechanism for sharing the interests and risks of farmers, and ensure their reasonable rights and legal responsibilities in public services by formulating rules for the distribution of benefits, costs, and responsibilities in the digitization of rural public services.

2.3. Mechanism Collaboration: Consistent Operation of Rural Public Service Supply

The supply of rural public services involves multiple stakeholders and interests, such as government, social organizations, enterprises, farmers, etc. These stakeholders have different goals, demands, and expectations, which can easily lead to conflicts of interest, lack of trust, and obstacles to cooperation. In the face of these problems, the public service supply under the construction of digital rural areas needs to achieve mechanism coordination, that is, through the support of digital technology, to achieve consistent operation of rural public service supply, promote negotiation, communication, trust building, and collaborative cooperation among various entities, and continuously improve the following mechanisms:

(1) The negotiation mechanism for digitizing rural public services utilizes methods such as online meetings, online voting, and online questionnaires to achieve exchange of opinions, coordination of interests, and consistency of goals among various stakeholders.

(2) The trust mechanism for digitizing rural public services utilizes technologies such as blockchain, digital signatures, and electronic authentication to achieve identity verification, transaction records, and responsibility tracing among various entities.

(3) The collaborative mechanism for digitizing rural public services utilizes technologies such as big data analysis, artificial intelligence recommendations, and smart contract execution to achieve resource matching, task allocation, and result evaluation among various entities.

3. DILEMMAS IN THE DEVELOPMENT OF PUBLIC SERVICE SUPPLY UNDER THE CONSTRUCTION OF DIGITAL COUNTRYSIDE

Today, with the rapid development of digitalization, the digitization of public services has already become a major trend. However, there are still significant obstacles and challenges in the construction of digital public services.

3.1. Weakness in the construction of aging and illiteracy adaptation

The rural population structure in China shows characteristics of aging and low quality. According to the seventh national population census data in 2020, the rural population accounts for 39.1% of the

total population, of which the elderly aged 60 and above account for 23.8% of the rural population, and the illiterate or semi literate population accounts for 7.3% of the rural population. These groups of people have a low ability to accept and use digital technology, and are prone to the phenomenon of digital divide and digital exclusion. However, the current digital construction of rural public services has not fully considered the special needs and difficulties of these groups, and lacks design and optimization that is suitable for aging and illiteracy, such as simple interfaces, clear fonts, voice prompts, and manual assistance functions. This has resulted in this group of people being unable to enjoy the convenience and benefits brought by digital technology, and may even lose their original public service channels and methods as a result.

3.2. The digital divide between urban and rural areas is significant, and rural infrastructure construction is weak

Although China has achieved significant results in promoting information infrastructure construction, there is still a significant gap between urban and rural areas. According to the 47th Statistical Report on the Development of China's Internet released by the China Internet Network Information Center in 2020, the number of internet users in China has reached 989 million, with an internet penetration rate of 70.4%. However, the number of rural internet users is only 309 million, with an internet penetration rate of only 49.7%, which is 680 million and 20.7 percentage points lower than that of cities, respectively.

The network coverage, speed, and quality in rural areas are also significantly lagging behind those in urban areas. In addition, rural areas lack necessary hardware equipment, software systems, technical support and other conditions, such as terminal devices such as computers, mobile phones, tablets, as well as operating systems, application software, security protection and other software systems. These factors limit the promotion and application of digitalization of rural public services, and also affect the trust and satisfaction of farmers with digital technology.

3.3. There is a shortage of professional and technical talents, and villagers have weak awareness of digital development

The digitization of rural public services not only requires a sound infrastructure and platform system, but also requires professional technical talents and positive development awareness. However, there is currently a lack of talent in rural areas with knowledge and skills in digital technology, such as network maintenance, data analysis, software development, and so on. These talents are often attracted by urban areas and find it difficult to stay in rural areas, resulting in a lack of effective support and guarantee for the construction and operation of digital rural public services. At the same time, villagers in rural areas still lack in-depth and comprehensive understanding of digital technology, and lack initiative and enthusiasm for digital development. Some villagers hold a skeptical, worried, or resistant attitude towards digital technology, believing that digital technology is synonymous with complexity, high-end, and risk, and is not suitable for the actual situation and needs of rural areas. These concepts and attitudes hinder the popularization and promotion of digitalization of rural public services, and also affect the effectiveness and benefits of digitalization of rural public services.

4. DEVELOPMENT ADVANTAGES OF PUBLIC SERVICE SUPPLY UNDER DIGITAL RURAL CONSTRUCTION

By analyzing the current situation and operational mechanisms of digital rural construction and public service supply in three regions, the development advantages of public service supply under the background of digital rural construction are extracted. Mainly including the following aspects:

4.1. Improve the service efficiency and quality of public service supply

Digital technology can effectively improve the service efficiency and quality of public service supply, providing farmers with faster, more convenient, and higher quality public services. Through digital technology, it is possible to achieve the characteristics of online, intelligent, and personalized public services, allowing farmers to obtain the necessary public services anytime and anywhere through online platforms without queuing at designated locations or times. At the same time, big data analysis, artificial intelligence recommendations, and other technologies can be used to provide public services that better meet the expectations and satisfaction of farmers based on their personal characteristics, preferences, and needs; Even more so, technologies such as blockchain and digital signatures can be utilized to ensure the security, reliability, and authenticity of public services, avoiding issues such as information leakage and data tampering.

4.2. Reduce the manpower and time costs of public services

By utilizing digital technology, the automation, standardization, and standardization of public services can be achieved, allowing governments or other social organizations to reduce their reliance on human resources, reduce expenses in personnel training, management, and assessment, and achieve remote, paperless, and contactless features of public services. This allows governments or other social organizations to reduce restrictions on physical space and time, as well as reduce transportation and office equipment Expenses related to venue leasing and other aspects.

4.3. Increase the reliability and transparency of public services

While improving efficiency and reducing manpower, the continuous updating of digital technology can achieve the characteristics of traceability, verifiability, and evaluability of public services, allowing farmers to clearly understand the sources, processes, results, and other information of public services without worrying about information asymmetry or distortion. By using social media, online comments, online complaints, and other methods, interactive and participatory public services can be achieved The characteristics of supervision enable it to provide feedback and evaluation on the quality and effectiveness of public services, reducing principled issues such as rent-seeking and corruption.

4.4. Improve satisfaction and trust in government public services

The reasonable use of digital technology has the obvious advantage of effectively improving the satisfaction and trust of government public services, enhancing the credibility and image of the government, allowing the government to provide public services that are more in line with the interests and expectations of farmers based on their actual situation and needs, without worrying about issues such as one size fits all and equal treatment; At the same time, technologies such as data analysis, intelligent decision-making, and early warning and prediction can be utilized to enable the government to provide public services that are more in line with its goals and strategies based on the laws and trends of rural development.

5. THE PATH SELECTION OF PUBLIC SERVICE SUPPLY UNDER THE CONSTRUCTION OF DIGITAL COUNTRYSIDE

Based on the current situation, advantages, and disadvantages of digital rural construction and public service supply, and based on existing literature and survey materials, the future development direction and optional paths of public service supply under digital rural construction are determined, providing suggestions and suggestions for the supply of public services.

5.1. Develop quality implementation standards for digitalization of rural public services

In order to ensure the quality and level of digitalization of rural public services, it is necessary to establish a set of scientific and reasonable quality implementation standards, clarify the goals, content, scope, processes, requirements, and other aspects of digitalization of rural public services. These standards should have characteristics such as operability, measurability, and comparability, which can guide and regulate the construction and operation of digital rural public services, and can be adjusted and improved according to the changes and needs of rural development. In addition, these standards should also have characteristics such as universality, compatibility, and interoperability, which can be applied to the digital work of rural public services in different regions and departments.

5.2. Build a rural public service data sharing mechanism

Data is an important foundation and resource for the construction of digital rural areas and the supply of rural public services. Therefore, establishing an effective data sharing mechanism is necessary to achieve the integration, openness, and utilization of data resources. This mechanism should include the following aspects:

Firstly, it is necessary to establish data standards and norms, regulate the format, structure, coding, classification, and other aspects of data, and ensure data consistency and interoperability; Secondly, it is necessary to actively improve data platforms and systems, centralize the storage, management, and analysis of data resources from various departments and levels, and ensure the security and reliability of data; Once again, it is necessary to improve data policies and regulations, clarify the ownership, usage, and access rights of data, and ensure the legality and compliance of data; Finally, it is important to have the courage to develop data services and applications, providing functions such as querying, displaying, and exchanging data to ensure its availability and value.

5.3. Strengthen the construction of digital infrastructure for rural public services

Infrastructure is an important support and guarantee for the construction of digital rural areas and the supply of rural public services. It is necessary to strengthen the construction of digital infrastructure for rural public services and improve the digital level and capacity of rural areas. Continuously accelerating network coverage and speed up, achieving full coverage of broadband networks, mobile networks, satellite networks, etc. in rural areas, improving network speed and quality in rural areas, increasing terminal equipment and services, achieving widespread access to intelligent terminals such as computers, mobile phones, tablets, etc. in rural areas, providing free or low-cost internet access and maintenance services in rural areas, and optimizing software systems and applications, Realize the update of operating systems, application software, security protection and other software systems in rural areas, and provide characteristic applications suitable for aging and illiteracy in rural areas.

More importantly, new digital centers and venues can be built to achieve the construction of public places such as digital libraries, digital education centers, and digital cultural centers in rural areas, providing digital learning, entertainment, and communication services for rural areas, improving the cultural and living standards of rural areas, and fundamentally solving problems.

5.4. Promote the deep integration of digital technology and rural public service elements

Digital technology is an important driving force and innovation for the construction of digital rural areas and the supply of rural public services. It is necessary to promote the deep integration of digital technology and rural public service elements, and achieve the transformation, upgrading, and innovative development of rural public service supply. To promote the integration of digital technology and public service content, utilizing technologies such as big data analysis and artificial

intelligence recommendation to enrich and optimize the content and form of public services, and improve the pertinence and effectiveness of public services; Promote its integration with public service entities, utilize technologies such as social media and online comments to increase and activate the entities and participants of public services, and improve the interactivity and participation of public services; Promote its integration with public service processes, utilize technologies such as the Internet, Internet of Things, and cloud computing to optimize and improve the processes and methods of public services, and enhance the efficiency and convenience of public services. Accelerate the integration of the two from all aspects, continuously expand the depth and breadth of public service supply, update people's lifestyles, and improve the quality of life.

5.5. Improve the quality evaluation mechanism for digitalization of rural public services

To ensure the continuous improvement and optimization of digital rural public services, it is necessary to improve the quality evaluation mechanism of digital rural public services, and achieve effective supervision and feedback on the digital work of rural public services. Firstly, it is necessary to establish a scientifically reasonable evaluation index system that covers all aspects of digital work in rural public services, such as coverage, utilization, satisfaction, and other indicators; Secondly, it is necessary to use an objective and fair evaluation method and means, utilizing technologies such as data collection, analysis, and presentation, to quantitatively or qualitatively evaluate the digital work of rural public services. Finally, establish an effective and effective evaluation incentive and constraint mechanism, reward or punish the main body and participants of rural public service digitization work based on the evaluation results, stimulate their enthusiasm and sense of responsibility, supervise the implementation of service digitization work, and contribute to the better construction of rural development.

6. CONCLUSION

This article takes the Anhui Zhejiang Jiangsu region as an example to analyze the current situation, operational mechanisms, development difficulties, and advantages of public service supply under the background of digital rural construction. It also proposes the path selection of public service supply under digital rural construction, including formulating quality implementation standards for digitalization of rural public services, constructing a rural public service data sharing mechanism, strengthening the construction of digital infrastructure for rural public services Promoting the deep integration of digital technology and rural public service elements, and improving the quality evaluation mechanism of digital rural public services, aiming to provide theoretical guidance and policy recommendations for the construction of digital rural areas and the supply of rural public services. This article believes that digital rural construction is an important means to achieve the rural revitalization strategy and an effective way to improve the supply level of rural public services. Through the empowerment of digital technology, the accessibility, availability, and sustainability of rural public services can be improved, the urban-rural gap can be narrowed, and the income of farmers can be increased and social harmony can be promoted.

At the same time, this article also points out that the construction of digital rural areas still faces some difficulties and challenges. It is necessary to strengthen organizational integration, service co creation, and mechanism coordination, build a rural digital public service community, and achieve consultation, communication, trust building, and cooperation among various entities. Finally, this article hopes to provide some reference and inspiration for the research and practice of digital rural construction and rural public service supply.

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