On Government Marketing and Governance Under Multimedia Environment

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Abstract. Organizational communication refers to the information exchange between communication and organization. The government should enhance the participation of the people in the political process, improve the efficiency and efficiency of governance through the cooperation of the officials, academics and the people, improve the quality of service, and win the support and cooperation of the people. Network technology and information digitalization promote the convergence and integration of media and create different patterns of communication. From mass marketing of traditional media to individualized marketing or precise marketing of network media, large data analysis has become a way for future governments to refine knowledge, predict trends and optimize decision-making. Government digital marketing management must be open, participate in the thinking of digital governance, deepen the government's overall software infrastructure, including the cultivation of civil servants, establish partnerships, improve the legal construction and other elements.

Introduction

The purpose of electronic government is to establish an information network connected with the network of all walks of life, to transform the government's public service processing and service operations from modern manual and computer operations to digital and network operations, to facilitate all walks of life at any time, any place can query government information through the network, timely communication, and directly in The general concept of network declaration. In the practice of government policy marketing, the rapid development of Internet and information technology and the diversification of channels and forms of information dissemination, the convergence and integration of media from the 21st century to plane, radio, television, computer and information devices, resulting in different patterns of dissemination, network technology into the platform generation, the path from Web 1.0 to Web2.0 converts to Web3.0 with many to many mesh diffusion. With the improvement of computer's operation ability and the digitization of a large number of data, the analysis of large data has become a tool for monitoring and analyzing the environment for quality decision-making. Therefore, the concept and connotation of commercial marketing have changed from mass marketing of traditional media to customized marketing of network media. Through the Internet media's word of mouth marketing, has been ahead of the way of transmission. This era of digital new media has shocked and changed the marketing thinking of the public sector. The rapid breakthrough of the geographical constraints in the network connecting point communication makes the transmitter-receiver interaction still frequent; the diversity and cross-region of media and vehicles, greatly reducing the space-time constraints of information transmission in the past, individuals for the reception and processing of network information. Its autonomy has greatly increased participation.

The highly decentralized, fragmented, individualized and participatory mode of communication in the social media era is no longer the traditional linear or Y-shaped, wheel-shaped thinking mode. In promoting public services, improving efficiency and quality, the government should take full account of the public welfare-oriented, collecting the relevant information of the environment, and then use the cloud analysis of data to establish a database for reference in formulating public policy analysis, so as to accurately apply it to the level of policy marketing.
Information Technology and Multimedia Environment

With the rapid development of network technology, the governments of all advanced countries take information and communication technology as one of the ways to enhance their national competitiveness. It is a common trend to formulate public policies in combination with information and communication technology. Mass media has become a new form of communication; then is the impact of Web 2.0 technology and social network sites (SNS) on information governance; fourth is the combination of information technology, civic engagement, transparency, accountability, fairness and justice to sustainable development.

1. the development of network technology and government innovation.

With the rise of personal blogs, the rise of Youku, Tencent, YouTube and Wikipedia, to Facebook, Twitter, Instagram, Tumblr and other social media users, has shown that emerging media networks are taking on a diversified form of application to produce so-called Web 2.0 and Web 1.0 areas. Web 2.0 and Web 1.0.

The characteristics of Web 2.0 are decentralization, multi-interaction, bottom-up and user-centered application of network technology, practice the value of democratic participation.

Governments of advanced democracies often import Web 2.0 to engage with the public. For example, the US White House website and the British Prime Minister's Office website all use the Internet community platform to enhance their access to the public. For example, the government of Taiwan has proposed the fifth stage of electronic government plan for the period from 2017 to 2020, aiming at digital government as the development direction. One step is to take data-driven, public-private partnership and people-oriented as the core concepts of the plan, and collect the needs of the people through large-scale data analysis, so as to open up data to promote the disclosure of government information and make good use of personal information, so as to achieve the three goals of convenient life, digital economy and transparent governance.

2. the characteristics of the Internet community media

Social media mainly use user generated content (UGC) as the core of various network application platforms. Blog, Wikipedia and social computing applications are included. Virtual communities formed by network links have already been created.

The source of important influence is political and social field. Kaplan & Haenlein (2010:61) argues that social media is a variety of Internet applications based on Web 2.0 concepts and technologies that provide user-generated content for creation and exchange. As the government is the legal organ exercising public power according to law, the normal operation of its dominant network public participation platform is usually dominated by "top-down" control, using the traditional plane, radio, television, network media operation to operate the community media, the traditional media is mostly linear transmission path, the government controlled the side. However, the main function of social media is to support and facilitate the interactive definition of the autonomy of the vast number of users, and the sender, follower, supporter or dissident can have the right to participate and speak on the platform at any time, and can adjust and change their position at any time. On the communication platform, communication is multi-point to multi-point, and the norms of the platform often produce laws through interaction, which cannot destroy the tacit understanding between each other, but the mode of operation does not conform to the logic of the government order, control and coordination system. Governments, therefore, attempt to include them in public forums to discuss public issues, but often with limited effectiveness.

Digital Marketing Management of the Government

With the popularization of the Internet, the flourishing of new media's micro-letters and micro-blogs has doubled the number of new media's dissemination under the high speed and penetration that society is familiar with and makes good use of. In the era of communication, the rapid network information interchange mode and the right of mainstream media to disseminate cannot be completely controlled by the government. It has been weakened by the multi-media network information. The purpose of public service marketing is to create a harmony and rule of law
environment, and to achieve mutual understanding and persuade effect through two-way rational communication.

Faced with the new media era, the government must build a complete government electronic public service system, explore the public needs in depth, take the compilation of the basic public service catalogue as the basic point, effectively comb the reasons for citizens to "from birth to death" in the whole life process to enjoy the basic services to start with "information sharing, unified standards, multi-certificate" On the premise of platform integration, system convergence and convenient service, the government should be able to organize, correspond and link up the related services scattered everywhere according to the time and local conditions, so as to push the information and services needed to the public timely and accurately, and standardize the quality of the services. Quantitative service to meet the individual needs of different users, but also need to integrate resources and other systems to provide the main body, establish a healthy cooperative relationship, cross-organizational and cross-regional "seamless" docking state.

I. Public service dissemination and marketing of digital convergence

Information dissemination has changed in the era of network. One is to push the traditional media into a decentralized one. The elite media no longer have absolute discourse advantage. The diversity of information platforms, the low barriers to use, the development of different social media, the freedom to express opinions for each user, the spread of personal ideas, evaluations, experiences, feelings and experiences in the network nodes, make the so-called opinion leaders to diversify roles, while dealing with different communities, will operate themselves as followers People's "net red" has become the guide of discourse and the role of agenda setters.

What consumers are pursuing today is that they can grasp the discourse that highlights their personality on the Internet, and then produce a large number of customization production thinking. The so-called "mass customization" refers to the interaction between the production end and the consumer side in production. When assembled, it can produce large quantities of customized products or services. Because of the rapid transfer of new information technology, producers and consumers are eliminated. Consumers are increasingly able to meet their individual needs through rapid and effective communication and procedural manufacturing integration. Government public Common service information is regarded as a digital product, and its production and marketing process is digitized, which meets the requirements of a large number of digital customization. But for specific networks. It is difficult for groups to implement mass customization, and the government must be gradual in its long-term planning objectives incremental to promote.

a. Government and social media

Network community is a virtual community composed of a group of approaching concepts with small transaction costs, so there are heterogeneous communities. The government must understand the characteristics of various groups, provide information related to their characteristics, attract their attention and discussion, so that information recipients can identify with and trigger resonance effect, and then guide them to become the transmitter of information, and then circulate, forming a state of policy argument.

b. A large number of customized production and marketing channels

With the rapid dissemination of information, the presentation, collection, statistics and calculation of a large number of digital data, and the refinement of large data, producers can quickly use customized products to provide consumers. Gilmore & Pinei(1997) developed four customization approaches: collaboration, adaptation, decoration and clarity. Collaboration refers to the production of required products through production and dialogue with consumers; adaptation is the standardization of products, after the consumer requirements to give simple changes in design to meet actual needs; packaging is standardized products, so that different consumers re-design and packaging, presentation; clarity must be through long-term observation, comparison, sink Choosing personal preferences after planting after sex products, it will be produced again. Modern society has been the flexible use of the above four ways of Mashup.

c. Customized marketing of terminal devices

One of the media characteristics of the Internet age is communication confluence and cross
screen. Traditional telecommunications, radio and television, information technology industries have gradually formed cross-industry or large-scale industries because of the integration of IP network technology and market demand. Consumer electronic products such as smart phones and wearing communication devices have been developed for communication, browsing information, data processing, video and audio, leisure entertainment, jitter, etc. And other terminal devices. In short, the contact point of the message is transmitted across the screen, but users have different expectations and applications for the information conveyed by different terminal devices. Therefore, government marketing must consider the speed of the development of these tools, how to use effective information calculation and large data integration analysis, to facilitate the use of these tools.

d. Big data application

The government's digital and electronic services are customer-oriented, and the government and its policy-making should be based on consumers. from the standpoint, we should evaluate the management performance of public organizations and pursue customer satisfaction as the basic goal. When big data is available through the e-government data platform of cloud computing, the government can break through the time and space constraints in providing public services. Integrate government departments and departments to enable people to enjoy one-stop service. Government marketing must be based on different platforms. Different terminal devices, different community preferences to sort out the appropriate delivery content, time and objects; At the same time, large data points Analysis of the Maximum Common Number of Quantifying the Occurrence Probability of Behavior to Contrast Its Correlation and Help Decision-makers Judge Trend Change The allocation of organizational resources to the most efficient. By building big data analysis capabilities, the government can quickly find land.

Focus on events or focus issues, establish a rapid response mechanism for people's needs, and use the results of large data analysis In order to improve the credibility of decision-making and promote the effectiveness of scientization and democratization of government decision-making, therefore, governments must clearly use large data analysis tools, strategies or procedures to assess hardware resources and human resources and whether the organizational structure and functions are inadequate? channel diversification, form diversification, open, transparent, collaborative sharing, participation in cooperation, network interaction meta information service platform.

China's complete information infrastructure, the popularity of mobile devices, and e-government digital marketing is an opportunity, but also a threat, the opportunity is the use of digital marketing contact rate is high, wide range of contacts; the threat is too slow to meet public expectations. The digital marketing of E-government should be regarded as a part of the whole social ecology. the government should play a role of pushing forward continuously, including creating digital industry, cultivating talents and creating a legal environment. How to take into account the traditional consumer relationship management and promote the new business form of consumers to get satisfactory service is a very important issue

The Strategic Arrangement of Government Electronic Public Service Supply

The marketing of government's public policy, whether it is to pass on information to the public or to try to get close to the public, is basically marketing, lobbying the people and inviting support for policies and shaping the image of organizations, in order to improve the smooth progress of governance and enhance their satisfaction. Supervisors at all levels in the organ are using the network media to publicize the performance of government administration. Operators concerned are responsible for posting information on the implementation of business and activities to the website for the public to inquire and understand. The strategic arrangement is to solve what kind of government electronic public service system to build and how to construct it. The strategic and tactical preparations for realizing the vision include the following key points:

First, build information infrastructure on the basis of justice, and provide inclusive services with diversified means.

The so-called provision of inclusive services aims to reduce barriers to the use of government
evelopment of electronic public services (access, trust, control barriers, etc.). Strategically, infrastructure construction should be strengthened so that people can access the Internet at a low price; tactically, the government should expand its service channels or platforms, promote the integration of the three networks, and diversify the user experience forms of multi-channel, omni-directional, three-dimensional, audio and video, jitter and so on. Expanding the multimedia application function enables mobile phone users to use mobile devices to carry out network usage capabilities, so that all types of service objects through different channels of service, to receive undifferentiated treatment of the quality of service.

Second, service object center configuration function content, for personalized needs, output thoroughness service.

Around the service object as the center, according to individual personalized needs, make full use of standardized means to configure diversified service functions, and thoroughly output the service content to meet the diversified needs. Strategically, the government needs to break through the bottlenecks in concept, system and management, collect and analyze issues of concern to the public; tactically, the government should gradually clear up laws and regulations that are out of date, and improve the fee and approval system for technical review, assessment, appraisal, notarization, consultation and other matters, and need to deliberately eliminate the "block" The negative data shared by Fang Chi share the Department power allocation and so on.

Thirdly, take the process as the main line, trace back the form and status of the service in each period of the business process, do a good job of data tracking, monitoring and process evaluation and accountability system, ensure the progress and performance of the service process and its results can be controlled.

Fourth, problem-oriented, innovative forms of service output, relying on system and mechanism model innovation, and promoting effective services, is to understand public opinion online and meet the needs of the people's problems; strategically, the government high-level planning and design of e-government system, mechanism; tactically, to analyze the operation of functions, conclude. Analyzing the needs of users, business processes, and people's satisfaction, we can promote the integration of government affairs and technology, solve the problem of idle resources and duplicate construction, realize information sharing and business coordination, and reduce the time to obtain content.

In order to avoid losing more consumer relationships, the government should make good use of multimedia environment, make use of efficient digital marketing, and draw up plans after understanding the advantages and disadvantages of the use of various media. From the perspective of government marketing, we can adopt the goals of digital marketing, human resources, science and technology readiness, organizational structure and culture, organizational resources, external environment for self-diagnosis, comb out the advantages and disadvantages, right the shortcomings should be strengthened to form the basis for reasonable introduction strategy.

Conclusion:

The digital age has become a trend, the current government must face the new situation and new business forms and take corresponding measures to govern. Now the government's goal should be to make government information public, to analyze big data data and to incorporate governance results, and to incorporate data-driven thinking and management culture into the management of public affairs. In other words, the government's overall innovation is a demonstration of soft power infrastructure, including human resources training, PPP partnership, and improving the regulatory environment. In a word, it is an important way for the government to innovate its service by opening up and participating in the governance mode of thinking and applying it in a broad sense.

1. human resources, knowledge utilization, and sound laws and regulations.

a. innovative thinking must be the focus of leadership and the opening of employees to participate in organizational activities automatically, so as to provide new ideas independently, such as the planning and implementation of innovative plans, and strengthening the knowledge of risk management.
b. the process of transforming and extracting knowledge from the complex and disorderly data into the systematic and orderly available information is to create learning organizations that emphasize the sharing of open and circulating information, and to transform and enhance their quality and ability.

c. public issues are becoming more and more complex. The government must think about building a cross-regional governance platform, linking industry, government, academia and the people on the platform, encouraging participation in dialogue and problem solving, collaboration and joint production.

d. innovation is often limited by government regulations and administrative procedures. It requires active, flexible and innovative thinking, as well as a review of the rationality and necessity of the organizational system. It is necessary to strike the best balance between regulation, accountability and innovation, resolution and evaluation. For example, government digital marketing needs to focus on training employees to target. Population distribution is related to the refinement of policy management knowledge, technological development and application, and organizational creativity.

2. open and participant governance

Information openness and information transparency are the greatest values for stimulating more creativity and developing potentially useful data. The government needs to keep pace with the times to develop a more specific set of procedures or policies to provide access to the public. Especially technically, there is an urgent need to build an information application system that can collect and exchange information with the public for analysis and transform it into policy implications.

At the same time, a proactive prediction of services or programs, but to ensure information security under the premise of the current public service has been developed with the progress of science and technology to ubiquitous services. Therefore, government governance must provide convenient services in line with the actual situation with the different environment of the people.

3. Opening and consolidating the circulation of government data

In the future, the direction of promoting E-government is to transform the isolated data of government departments into the data isolation and intercommunication among departments by means of large-scale data sharing and storage; on the other hand, it is necessary to constantly integrate the data information resources among departments to complete the government data platform. The unification, realizes the cross-sectoral information sharing, and breaks the sectoral barrier, further impels the entire government system information vertical and horizontal flow. Promoting the construction of e-government is to ensure the quality of information resources, which requires the information management departments of e-government strictly abide by the internationally recognized information management standards and strictly supervise the information suppliers. In addition, it is important to classify and summarize the data information of the same kind of business subject and pay attention to the key points. Data can provide specific and effective data resource services according to the needs of different consumers.

References


