

The Innovation Strategy of Social Public Management Model in the Era of Big Data

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ABSTRACT. With the rapid development of our society, the era of big data needs to do a good job in innovative social public management and better conform to the development trend of the society. The rational application of big data in social public management is specifically manifested in: the refinement and transparency of social public management models, and scientific public decision-making. Innovate social public management models through big data, actively establish social public analysis and collection platforms, and continuously improve the overall quality of the public management analysis data team, so that social public management can be better carried out.

KEYWORDS: Public management model, Big data era, Innovation strategy

1. Introduction

With the continuous improvement of my country's science and technology level, big data is widely used in various fields. When developing the social public management model, the rational application of big data can ensure the refinement of public management. When applying big data technology, it can gradually improve the level of social public management and social risk management capabilities, and actually meet people's individual needs. In the era of big data, the rational application of big data can effectively innovate social public management models and help promote the sustainable development of society.

2. Changes in the Social Public Management Model in the Era of Big Data

2.1 Changes in Social Public Management in the Era of Big Data

First, the refinement of social public management. Through the rational application of big data, the government can better handle public opinion and ensure the delicacy of social public management. When staff use big data technology to analyze information, they can gradually improve their ability to deal with emergencies and ensure the effect of social governance. With the continuous development of society, on the basis of ensuring the efficiency of public management, we should gradually standardize and refine the content of social public management. In the era of big data, a complete safety management system can be built to deal with social security issues in a timely manner, and social security accidents can be avoided through dynamic and real-time monitoring. Second, the era of big data is conducive to free expression of public interest. Through big data, we can provide people with better quality public management services. Through big data, people can analyze, evaluate, and track government behavior, which is conducive to people's freedom to express their interests. Under the supervision of the people, it is possible to gradually make social public management work, give full play to the characteristics of transparency, and make social public decision-making show scientific characteristics. When the social public evaluates something objectively, it should combine emotions, opinions, opinions and attitudes, which can also be expressed as public interests, which can actually reflect the interests of social groups. In the era of big data, the expression of public interest can actually reflect public opinion, and to a certain extent affect the behavior of decision-makers. A systematic analysis of public interests can actually solve social problems and build a fair and just social environment for the people. Third, in the era of big data, ensure the scientificization of social public decision-making. In the era of big data, the party's decision-making in governance of the state and politics plays a very important role. Adhering to decision-making according to law, scientific decision-making, and democratic decision-making, and actively constructing complete and systematic decision-making procedures and mechanisms can gradually improve the overall quality of social public management. According to the analysis of the current social

public decision-making situation, our country lacks a reasonable and scientific decision-making system for the social management model, which is not conducive to the smooth implementation of some basic tasks and directly affects the efficiency of social public management. Through big data, data integration and analysis can be strengthened, and reliable data reference can be provided when making social public decision-making, which can effectively improve the overall level of public decision-making ^[1].

2.2 Analyze the Problems Encountered in Carrying out Public Management Work in the Era of Big Data

Under the background of the big data era, it brings many opportunities and challenges to public management. At present, the efficiency of application data resources in my country is relatively low, and a complete information management system has not been established, resulting in imperfect and distorted data information in my country. In the era of big data, defense secrets, personal privacy, and national security have been threatened to varying degrees. Some improper personnel use and obtain these data and information, which directly affects the security of social public management. Therefore, it is necessary to pay full attention to the security of data and information to provide a safe and stable working environment for innovative public management. In addition, some staff need to improve their professional qualities, and they should continue to improve and optimize the data management model to better adapt to the development of the big data era.

2.3 Build a Complete Social Public Management System in the Era of Big Data

In the era of big data, it is necessary to actively promote the construction of a big data social public management model, effectively integrate it with big data, and continuously optimize and improve the social public management model. Regarding social public management functions, it is necessary to continuously optimize and standardize management plans, strengthen supervision and management, and strictly implement planning plans, which is conducive to better innovation in social co-management work.

3. Measures to Innovate Social Public Management Models in the Era of Big Data

3.1 Build a Sound Legal System

In the era of big data, there will be personal information leakage problems. In order to solve this problem, it is necessary to gradually improve my country's relevant laws and regulations, build a secure network environment, and strictly control and manage data. Constructing complete laws and regulations, clarifying the ownership of data property rights, and gradually improving people's own property rights awareness, is conducive to building a safe network environment for people ^[2].

3.2 Modern Government Management Model

When the government is carrying out social public management, it needs to keep pace with the times, adapt to the development of the times, do a good job in public management thinking and models, rationally apply big data, and actually solve the problems in management. The government should gradually improve the staff's own governance capabilities and rationally apply big data in various fields. The government should actively build a good data collection platform in practice and build an intelligent city, which is conducive to rational application and optimization of data resources.

3.3 Ensure Data Security

At present, the growth rate of my country's data resources is relatively low compared with that of some developed countries, and the lack of perfect data resources has led to distortions in some data resources. Therefore, staff should do a good job in filling data gaps, ensure data security, and give full play to the government's public management role. Corresponding laws and regulations should be gradually improved to clearly stipulate the relevant rules for organizations and individuals when applying data to ensure that data collection is more standardized and rational.

3.4 Train More Social Public Management Talents

In order to ensure the quality of social public management work, we should focus on cultivating the professional ability and professionalism of data analysts. Actively cultivate compound and high-quality social public management talents. In the context of the era of big data, the public opinion awareness of social public management data analysis staff should be gradually improved to better meet the development needs of the current society.

3.5 Actively Build a Complete Social Public Management Data Platform

When carrying out social public management work, relevant government departments need to pay full attention to the construction of a social public management data platform, which is conducive to better completion of social public management work. For example, by constructing big data servers and adopting street lamp pole micro base stations, innovative data collection management platforms can lay a good foundation for social public management. The rational application of big data mining services and value-added services can effectively promote the innovation of social public management models, and actually meet the development needs of smart cities, so as to continuously improve the overall work quality and efficiency of social public management^[3].

3.6 Establish a Complete Social Public Management Public Opinion Analysis and Collection Platform

In the process of social public management, social public opinion analysis and monitoring is a very important function, and a comprehensive social public management public opinion analysis platform is actively built, including social public public opinion evaluation, social public public opinion report, social public public opinion disposal, and public public opinion publicity, etc. related information. The role of the public opinion collection and analysis platform in the social public management model includes: First, the rational application of public opinion reports can track and collect hot issues on the Internet in a timely manner, and effectively study and judge public opinion events. Secondly, rationally apply the diversified model to ensure the smooth development of public opinion in society, and continue to explore, analyze, and collect relevant information, so as to better disseminate and dispose of information. Finally, rational use of the social public opinion analysis and collection platform to effectively grasp and dispose of public opinion, and ensure the initiative, effectiveness and authenticity of public opinion disposal^[4].

4. Conclusion

To sum up, in the era of big data, in order to innovate the social public management model, it is necessary to gradually improve the big data social public management organization system. Through the rational application of big data, it is possible to achieve free expression of public interests, refined public management models, and scientific social public management decisions. Doing a good job in social public management model innovation can comprehensively improve the professionalism of the staff and actively build a social public management analysis platform. In the era of big data, promoting mutual collaboration among organizations, people, and enterprises is conducive to continuously optimizing the effects of social public management work and helping to promote the healthy development of society.

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