Analysis on How Digital Government Promotes Rural Revitalization

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Abstract: Rural revitalization is an important strategy for China's development. As a product of the digital age, digital government plays an irreplaceable role in the promotion of rural revitalization. Therefore, exploring the application of digital government in rural revitalization is an urgent problem to be solved. The purpose of this study is to explore how digital government promotes rural revitalization, analyze the application and advantages of digital government in rural revitalization, analyze the case of digital government in rural revitalization, and summarize the problems and future prospects of digital government in rural revitalization. This paper uses the method of combining literature research and case analysis to conduct in-depth research on the application of digital government in rural revitalization. This study found that digital government has great advantages in rural revitalization, which can promote the improvement of informatization level, the development of industry, the realization of urban-rural integration. At the same time, there are still problems such as imperfect information and communication infrastructure and information differentiation in the rural revitalization of digital government. In the future, digital government still needs to continuously improve its own construction and application in order to promote the implementation of the strategy of building a socialist modern country in an all-round way. The research results of this paper have important guiding significance for deepening the application of digital government and promoting the realization of rural revitalization.

Keywords: digital government, rural revitalization, digital economy

1. Introduction

With the deepening of China's digital transformation, digital government has become an important part of the reform of government management mode, which is also of great significance for promoting rural revitalization. Digital government is a deep extension of "Internet +" government affairs, which is an important support for using the new generation of information technology to implement the reform of government departments and can effectively solve the problems of information isolation and data chimney between government departments [1]. In terms of promoting the "Internet plus" government affairs, local governments in China have made full use of the Internet platform to realize that people can handle business online without leaving home, which has greatly improved public satisfaction and reduced the government's time cost. However, there are still some problems in the

construction of digital government, such as the digital gap and the lack of public services, which need to conduct in-depth analysis and discussion. Therefore, it is of great practical significance and application value to study how the digital government promotes rural revitalization.

First of all, rural revitalization is one of the major development strategies in China, and digital government is a powerful tool to support rural revitalization. Digital government is based on digital technology, improves the efficiency of government services and governance through information means, promotes the modernization of the government, makes the government more transparent and efficient, and provides better services. Digital government is closely related to rural revitalization, and the role of digital government is an important means to promote rural revitalization and development.

Secondly, in rural revitalization, the application of digital government can be reflected in many aspects. In terms of rural public services, the digital government can provide more convenient information services for rural residents, such as digital medical care, digital education, etc. In terms of rural governance, the digital government can integrate resources, strengthen information sharing, and improve work efficiency and management level through platform construction. In terms of the rural economy, the digital government can promote the development of emerging industries such as e-commerce and smart agriculture and promote the transformation and upgrading of the rural economy.

Finally, the development of digital government in the future in rural revitalization faces some problems and challenges. Such as the digital divide, data opening, information security and other aspects, the government needs to take measures to solve it. At the same time, the digital government needs to play an innovative role, explore the deeper application of digital technology in rural revitalization, improve the capacity and level of digital governance, and strengthen the capacity of digital national construction and social governance.

In short, the application of digital government in rural revitalization plays an important role, but it also needs the government to continuously strengthen technology research and development and policy support so that the digital government can play a greater role and be in the forefront of rural revitalization.

This paper aims to explore the role and application of digital government in rural revitalization. By studying the relationship between digital government and rural revitalization, the in-depth analysis of the application and problems of digital government in rural revitalization, as well as the prospects and suggestions for the future of digital government. This paper combines the literature research method and the case analysis method to explain the influence path and influence results of digital government on rural revitalization.

2. The Concept and Role of Digital Government

2.1. The Concept of Digital Government

Digital government refers to an administrative management mode and means of using information and communication technology to improve the efficiency of government work and strengthen the information communication between the government and the public. The development of digital government is the inevitable result of promoting the reform of public management system and operation mechanism in the information age. It is the concept and practice of serving people's livelihood, promoting economic development and improving the improvement of social satisfaction through the integration of resources, information and services.

The core goal of digital government construction is to improve the government efficiency and service quality, and better serve the people. Through the construction of information platform, the digital government improves information sharing and exchange, provides data support for

government departments' decision-making, and improves the transparency and credibility of public information. The digital government also extends government management and services to the Internet, enabling online services, online consulting and online services [2]. The digital government greatly facilitates the public's handling and inquiry, reduces the tedious manual labor process and time cost, and makes the government more efficient and convenient.

Digital government is of great significance to rural revitalization. In the rural revitalization strategy, the digital government can play a core role and play a positive role in accelerating the construction of rural infrastructure, the scale, quality and modernization of agricultural production, and the construction of new rural socialization. The digital government will create new rural growth points and promote rural economic development by promoting industrial model innovation such as "Internet + agriculture" and "Internet + rural regional operation". In addition, the digital government can also promote the integration of urban and rural information services, optimize the allocation of resources, achieve win-win interaction between urban and rural areas, and promote the process of urban and rural integrated development.

Therefore, the significance of digital government is increasingly prominent, especially in the rural revitalization strategy. The construction of digital government needs the government to pay attention to infrastructure construction, strengthen personnel training, improve management and supervision mechanism, and strengthen security and other aspects, so as to promote the rapid development and progress of digital government [3].

2.2. The Role of Digital Government in Rural Revitalization

The development of digital government provides new opportunities for rural revitalization. In the process of rural revitalization, the digital government can play the following roles:

First, the digital government can improve the decision-making efficiency. Through digital technology and data analysis, the government can more accurately understand the situation and problems in rural areas, and formulate more scientific and reasonable policies, so as to improve the efficiency and accuracy of decision-making [4].

Second, the digital government can optimize public services. With the help of digital technology, the government can provide public services more easily, such as providing online education, medical care and other services for rural areas, and can more effectively solve the problem of information asymmetry.

Third, the digital government can promote the infrastructure construction. Digital technology has provided new ideas and means for the construction of smart cities and smart villages. The government can provide more advanced and convenient services and support for rural areas through infrastructure construction, such as network construction and smart agriculture.

Fourth, the digital government can promote industrial upgrading and development. Digital technology can provide technical support for industrial upgrading in rural areas, for example, with the help of Internet technology to sell agricultural products, improve the sales efficiency and level, and promote industrial upgrading and development.

Therefore, digital government plays an important role in rural revitalization. The government should actively promote the construction of digital government, and pay attention to personnel training and the improvement of public services while using digital technology, so as to provide better quality services and support for rural revitalization.

3.   The Application of Digital Government in Rural Revitalization

3.1.   Information Infrastructure Construction

In the process of digital government boosting rural revitalization, information infrastructure construction is an essential link. At present, although the development of rural informatization in China has made some achievements, but the overall level of informatization still has a large gap. Therefore, it is very critical and urgent to ensure the construction of infrastructure.

Information infrastructure construction includes hardware and software two aspects. In terms of hardware, the investigator should make overall planning and reasonable layout, build key points and backbone networks of information infrastructure, constantly improve network bandwidth and coverage, and meet the needs of information circulation and sharing [5]. At the same time, the latest technologies, such as cloud computing, the Internet of Things, should be promoted to improve the efficiency and reliability of information processing and transmission.

In terms of software, the construction and standardized management of the information system should be strengthened to make it compatible with the hardware. Specifically, an information platform can be established to realize the interconnection between government departments, farmers and enterprises, and improve the service level of rural information. In addition, it is necessary to strengthen personnel training and management, recruit a group of professionals familiar with information construction, and lead the majority of villagers and rural cadres to constantly improve the information quality and skill level, so that they can be better applied to rural economy, education, medical care, culture and other fields.

In short, information infrastructure construction is an important means for the digital government to promote rural revitalization, which is of great significance to the realization of rural modernization and all-round revitalization. In promoting infrastructure construction, it is necessary to give full play to regional synergistic role, strengthen policy guidance and support, constantly improve system construction, promote the deep integration of digital government and farmers, improve the level of rural informatization, and let digital government play a greater role in rural revitalization [6].

3.2.   E-government Services

As an important part of digital government, the application of e-government in rural revitalization can not only improve the efficiency of government work, but also provide more convenient public services for rural residents. In the process of promoting e-government services, how to fully consider the special actual situation in rural areas and adapt to the combination of rural society and the digital age is the key.

First, the author increases the coverage of rural e-government services. At present, although e-government is generally implemented in rural areas, many of these services have not been covered by rural residents due to the relative lag of e-government services, so they cannot meet their basic needs. Therefore, the government needs to increase the promotion of e-government services, to provide more comprehensive and better quality services, and the government also needs to formulate corresponding policy guarantees to ensure that rural residents can enjoy the same level of services.

Second, the digital divide should be addressed. There are still some gaps in rural areas compared to cities in information technology, which leads to the existence of the digital divide. Specifically, the rural residents are not skilled in the use of electronic equipment, and even some rural residents lack the lack of Internet conditions. In view of these problems, the government needs to actively guide, promote and invest funds to increase the construction of rural information infrastructure, promote the deep integration of information technology and rural production, life and social governance, improve

the level of information literacy of rural residents, so as to further narrow the gap between urban and rural information.

Finally, the author strive to build a high-quality and efficient e-government service system. In this regard, the government needs to increase investment in related services, actively introduce new technologies and new tools, strengthen data sharing, and realize remote services. At the same time, it is also necessary to build a sound service mechanism, strengthen the supervision and evaluation of rural e-government services, and further promote the process of urban and rural service integration.

In short, e-government services play a crucial role between digital government and rural revitalization. By increasing government investment, solving the digital divide and improving service efficiency, e-government services can give full play to their advantages, improve the efficiency and service level of the interaction between the government and rural residents, and inject new vitality into rural revitalization.

3.3. Development of Smart Agriculture

Smart agriculture development is an important aspect of digital government in rural revitalization. The application of smart agriculture has become an important support in the current rural revitalization strategy. Smart agriculture is the application of information technology, cloud computing, big data and other modern scientific and technological means to agricultural production and management, forming a digital, intelligent and refined agricultural production mode.[6] The development of smart agriculture will not only help to improve the efficiency of agricultural production, but also help to optimize the allocation of agricultural resources, thus injecting strong impetus into rural revitalization.

First, the development of smart agriculture can create more job opportunities for farmers. With the continuous upgrading of smart agricultural technology, the corresponding demand for social services will also increase. For example, in the development process of smart agriculture, a large number of Internet platforms and Internet of Things devices will be generated, which need to be managed and maintained by professional maintenance personnel. At the same time, the development process of smart agriculture will also involve new product research and development and marketing work, thus providing diversified opportunities for rural employment.

Secondly, the development of smart agriculture can drive agricultural efficiency and improve the income level of farmers. In traditional agriculture, farmers mainly rely on natural resources and traditional experience for production management, but lack the support of scientific planning and advanced management technology, and have low benefits. The application of smart agriculture can realize the fine management and intelligent monitoring of agricultural production, optimize the allocation of agricultural production resources, and improve the yield and quality of crops through data analysis, so as to improve the output value and economic benefits. This series of changes will indirectly increase the farmers' income level.

Thirdly, smart agriculture can also strengthen the quality and safety supervision of agricultural products. Under the production mode of smart agriculture, precise watering, fertilization, prediction of diseases and insect pests, and precise prevention and control of crops can be realized. Through the source traceability of agricultural products, the supervision of the whole production process of agricultural products can be realized, so as to ensure the quality and safety of agricultural products. This will enhance the market competitiveness of agricultural products, and lay the foundation for expanding the sales channels and market of agricultural products.

To sum up, the digital government application of smart agriculture to promote rural revitalization has become an indispensable development direction. With the deepening of digital government, the "information island" in the process of rural development will be broken, and smart agriculture will play an increasingly important role in the future and inject innovative vitality into rural revitalization.

4.   Case Analysis of Digital Government in Rural Revitalization

4.1.   Digital Rural Construction in Yanqing District, Beijing

As an ecological conservation area in Beijing's urban development planning, the regional development of Yanqing District of Beijing mainly focuses on rural economy and tourism economy. Due to the radiation effect of Beijing, a super first-tier city, the development experience of Yanqing District in using digital construction is worthy of reference. Yanqing District is located in the northwest corner of Beijing, which is a famous tourist resort. However, due to the weak rural economic foundation, insufficient market demand, backward industrial structure and other reasons, the local rural areas are facing development problems. The construction of digital government has provided important support for the rural modernization of Yanqing District. Digital construction has promoted the rural revitalization of Yanqing District from several aspects. First, the promotion and application of the Internet of Things technology provides further convenience for the countryside. For example, through the construction of intelligent container farmers' markets and remote monitoring platform, the whole process management of agricultural products from picking to selling is realized, to ensure the quality and safety of agricultural products. Good product quality has laid a good foundation for building a good brand of agricultural and sideline products, reaching a bigger market and welcoming rural revitalization in the future. Secondly, the digital government has put forward the supplement plan for outstanding young talents, cultivating a number of professional and technical talents, which provides strong support for digital construction and provides sufficient talent reserve for rural revitalization. Finally, the promotion of digital knowledge construction enables Yanqing District to timely learn the information of advanced local methods at home and abroad, learn from the experience of digital construction in other regions, obtain the opportunity for rapid development, seize the opportunity in the development wave of rural revitalization, and usher in sustained and rapid development. The digital rural construction in Yanqing District of Beijing not only provides new development opportunities for local rural areas, but also provides opportunities for rural revitalization in other areas. In short, digital government plays an increasingly important role in rural revitalization, and digital rural construction will also become the trend of rural development in the future.

4.2.   Digital Government Affairs Service Platform of Taoyuan County, Hunan Province

Digital rural construction not only focuses on improving the rural industrial structure and driving the production and operation of market demand, but also focuses on the development of grassroots governance and overall planning on the construction of convenience. By establishing the mechanisms of information collection, classification, data sharing and service output, the digital government service platform of Taoyuan County, Hunan Province, has promoted the deep integration of government information and smart city construction, and further promoted the process of rural revitalization.

On the one hand, the digital government service platform has reduced the work burden of government departments and improved the quality and efficiency of government services. The platform has set up various service entrances, and citizens and enterprises can query various government information through various channels, and conduct various financial and tax services, public services and other operations. At the same time, the platform realizes the centralized collection of all kinds of government data through information means, eliminates the phenomenon of information islands among various departments, opens up the circulation chain of government information, and provides scientific and objective data support for the government's decision-making.

On the other hand, the digital government service platform also promotes the rural revitalization strategy, innovates the government service mode, and brings new opportunities for the rural revitalization. Through the construction of the platform, the government can better understand the needs of agriculture, rural areas and farmers, as well as the current situation and future trend of local social and economic development, launch effective policies, services and projects for different scenarios, and use digital technology means to effectively promote agricultural modernization, improve farmers' income, and promote urban-rural integration.

In short, the digital government service platform is one of the important achievements of the construction of the digital government, and its far-reaching impact will continue to promote the process of rural revitalization. The successful case of digital government affairs service platform in Taoyuan County, Hunan Province provides important reference and inspiration for the construction of digital government affairs and the formation of digital rural areas.

4.3. Digital Agriculture Development in Nanyang City, Henan Province

Yanqing district digital rural construction mainly for the optimization of production and operation, Taoyuan county is focused on government governance reform, Nanyang is eclectic, the digital construction not only integrates the production resources, also for the corresponding government affairs digital service reform, both for the further development of rural revitalization and each link of cohesion provides a reference experience. As a traditional agricultural city, Nanyang City, agricultural economy has always occupied the main position of economic development. In recent years, the city has introduced digital and chemical technology into agricultural production and government services and other aspects, and used digital technology to promote agricultural modernization, which has achieved certain results.

First of all, Nanyang city has promoted modern agricultural production with the help of digital technology. The municipal government has increased the application and promotion of comprehensive agricultural informatization, and applied digital technology to soil fertility management, irrigation and water saving, crop planting, pest control and other aspects. Through the mobile Internet, the Internet of Things, cloud computing, big data and other technical means, production efficiency has been improved and agricultural structural adjustment has been promoted.

Secondly, the application of digital technology has changed the way of rural social management in Nanyang City. The municipal government has established a digital government affairs service platform, integrated the information resources of governments at all levels, and realized the exchange and sharing of government affairs information. Farmers can handle government affairs through the digital government affairs service platform, realizing information service and mobile office, and reducing the time cost and burden of farmers in the process of government affairs processing [7].

Finally, the digital technology also provides a good platform for the rural economic development of Nanyang City. Nanyang city uses digital technology to promote rural e-commerce, and promotes the sales of local agricultural products with the help of e-commerce, thus increasing the income level of farmers. In addition, the municipal government has also issued industrial support policies, with digital technology enterprises as the lead, to develop characteristic agriculture, high-quality brand agricultural products and other related industries, to improve the competitiveness of rural industries.

To sum up, the development of digital agriculture in Nanyang city has achieved a series of achievements, and digital technology has become one of the important drivers of rural revitalization in Nanyang City. In the future, Nanyang city will continue to increase the application of digital technology, promote agricultural modernization and the development of rural industries, and make greater contribution to rural revitalization.

5.   Problems and Prospects of Digital Government in Rural Revitalization

5.1.   Problem Analysis

As one of the important applications of modern information technology, digital government has played an important role in promoting rural revitalization. However, in reality, the digital government still faces some problems that need to be solved in the rural revitalization.

First, the technical problems facing the construction of digital government. Due to the relatively backward informatization level in rural areas, the construction of digital government is faced with certain technical problems, such as incomplete network coverage, insufficient information security guarantee and other problems, so it is necessary to strengthen technical investment and technical support. Second, the service content of the digital government needs to be further enriched [8]. At present, the digital government mainly serves the "Internet +" related fields, such as e-commerce, online education, etc., but rural revitalization needs broader and more specific services, such as agricultural production technology support, rural infrastructure construction, etc. Thirdly, the service target of the digital government needs to be expanded. The existing digital government services are mainly aimed at enterprises and urban residents, while in the rural revitalization, farmers and agricultural cooperatives and other social organizations are important service objects. The digital government needs to actively adapt to the needs and characteristics of rural and agricultural social organizations and provide targeted services.

In the future, the development prospect of digital government in rural revitalization is very broad. First of all, the digital government can use big data and artificial intelligence and other technologies to comprehensively monitor and manage agricultural production and agricultural product circulation, so as to improve agricultural production efficiency. Secondly, the digital government can explore the construction of smart rural areas, digital agricultural science and technology innovation and other aspects to promote the transformation and upgrading of rural revitalization [9]. Finally, the digital government can build platforms for information sharing and collaborative governance to realize the interaction and cooperation between the government and social organizations and farmers, and promote the coordinated promotion of rural development.

To sum up, there are some problems to be solved in digital government in rural revitalization, and it also has broad development prospects and application space, which can make greater contribution to rural revitalization.

5.2.   Looking Forward to the Future Development of Digital Government in Rural Revitalization

Digital government is a powerful force to promote rural revitalization, and it will certainly play a more important role in the future development. The future development of digital government in rural revitalization should focus on the following aspects:

First, build digital rural infrastructure. Digital infrastructure is an important support for the digital countryside, which needs great investment in construction. The investigator needs to increase the digital penetration rate, promote the construction of basic information facilities under fast broadband networks, including smart water meters, smart electricity meters and smart transportation, and build public service facilities such as e-commerce centers and digital libraries, so that rural residents can enjoy modern scientific and technological services.

Second, to promote the development of digital rural industries. The digital government plays a positive role in promoting the transformation and upgrading of rural industries, realizing digital agriculture and digital animal husbandry. In the future, the digital government can establish digital agriculture, digital animal husbandry, digital fishery and other platforms to realize the connection

with cities and the application of the Internet of Things technology, so as to promote the industry upgrading and increase the added value.

Thirdly, the author promotes digital rural social governance. Digital government should strengthen the leadership and supervision of rural social governance, integrate social management resources, and improve the ability of information release and emergency response. Specifically, the supervision of rural living environment, food safety, health and medical care can be strengthened through Internet + and big data technology [10].

Fourth, to promote the development of digital rural tourism. Digital government will play an increasingly important role in tourism. By building digital tourism platforms, museums, cultural sites, etc., local government can improve the specialization and customization level of tourism products, attract more tourists to the rural tourism, and promote the development of rural economy.

In short, the digital government will certainly play an increasingly important role in the future development of rural revitalization. By increasing investment, strengthening scientific and technological innovation and institutional construction, the digital government is a powerful tool to better serve the cause of rural revitalization.

6.   Conclusion

This paper focuses on the application of digital government in rural revitalization, and deeply analyzes the key role of digital government in promoting rural revitalization. Through empirical research, the author finds that digital government has the following roles in rural revitalization.

First of all, through data sharing and data opening, the digital government improves the efficiency of communication and cooperation of information sharing and communication among internal government departments, which can fully grasp the situation and needs of rural development in a more timely and comprehensive manner, and provide strong support for rural revitalization.

Secondly, the digital government has provided a broad space and opportunities for rural revitalization in promoting the application of information technology, the implementation of e-government, and the development of digital economy. Under the guidance of the digital government, the digital transformation and upgrading of rural areas have also been realized, which plays an important role in the promotion of rural economy.

Third, the construction of digital government also provides new ideas and means for rural social governance. The digital government can provide more efficient, simple and transparent government services, effectively improve the trust and credibility of the government, and also provides important help for creating a harmonious and orderly social environment.

Finally, the development of digital government needs the support and attention of the government and society. Specifically, it is necessary to improve the measures such as digital government construction space, improve the cooperation ability of government departments, and innovate the service concepts and methods, so as to provide more powerful support for digital government in rural revitalization.

In short, in the digital age, digital government has become an indispensable factor in rural revitalization and is playing an increasingly important role. In the future, the digital government still has a lot of development space and potential in boosting rural revitalization and realizing rural modernization.

As an important application field of modern information technology, digital government will play an increasingly important role. In the process of rural revitalization, the digital government can play a role not to be underestimated. The future of digital government needs to make further efforts in the following areas:

First, the digital government needs to optimize agricultural production and service links to improve production efficiency and service quality. By establishing a more perfect agricultural information

platform, the digital government can strengthen the monitoring and management of the whole process of agricultural production, help farmers improve production efficiency and quality, and provide services more close to the actual needs.

Secondly, the digital government needs to promote the modernization of rural logistics and transportation. With the support of modern logistics services, rural areas can make better use of local resources to transport local products to the consumer market at a lower cost. Digital government can improve the level of logistics service management through information technology, optimize logistics distribution routes, and open up the trade corridor between rural areas and cities.

In addition, the digital government also needs to establish a more perfect government service platform to provide farmers with more high-quality and convenient government services. At the same time, strengthen the cooperation with local enterprises to jointly promote the development of the local economy. The digital government can build service platforms and industrial chains to guide the adjustment of rural industrial structure and promote the transformation and upgrading of rural industries to the direction of modernization and specialization.

Finally, the digital government also needs to establish a sound set of digital governance mechanism. With the powerful information technology, the digital government will be able to better achieve the governance goals of universal coverage and universal participation. Thus, such actions will make governance more transparent, efficient and intelligent, improve the level of public services and social management capacity, and provide a solid governance guarantee for rural revitalization.

In short, the digital government should carry out comprehensive and in-depth upgrading and improvement in agricultural production, logistics and transportation, government services and governance mechanism, etc, further improve the quality and level of digital infrastructure, contribute to rural revitalization, and achieve the goal of sustainable development.

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