

Public Services Supply in China and the Subject Assessment of Citizens: A Theoretical Framework

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Abstract: Sense of gain is social science concept with China characteristic, and it is an important criterion to judge the efficiency of governments. Sense of gain combined with actual income and subjective feelings, which can be divided into horizontal acquisition and vertical acquisition. From the perspective of public service, in order to lift citizens' sense of gain, governments should meet the diversified public service needs of different social groups, and responds to the general public in time. At present, our public services have obvious insufficient investment, mismatch between supply and demand, and unbalanced development between urban and rural areas. It is necessary to reform the supply side of public services, increase investment, promote equalization, and improve the horizontal acquisition of the masses, establish a precise supply mechanism and response mechanism for public services.

Keywords: public service; sense of gain; government investment.

INTRODUCTION

Sense of gain is a new social science concept with China characteristic, to certain degree, we can judge governments efficiency based on citizens' sense of gain. However, this existing research has not a clear discussion of the sense of gain and its relationship with public service. Sense of gain is the feeling that the people have based on the consideration and comparison of the actual benefits with other social groups. On the one hand, the actual consideration of interests is the cornerstone of the sense of gain, if there is no real gain in the process of reform and development, the sense of gain will become passive water, without a foundation. Happiness or subjective well-being is another concept, but the emphasis on the actual income of the sense of acquisition makes this sense of gain relatively objective. On the other hand, it should be noted that the sense of acquisition is a subjective feeling. The formation process of subjective evaluation is inseparable from the comparison, including vertical comparison from the time dimension and horizontal comparison within groups [1]. Some research have shown that the core process of relative deprivation is social comparison [2-4], including both individual comparisons and comparison with reference groups. Based on these researches, this paper divides the sense of gain into a

vertical sense of acquisition and a sense of lateral gain. The feeling of mass acquisition is an important basis for judging the effectiveness of public service reform. The question of acquisition has clarified the evaluation criteria of the success or failure of public service reform. The weight of public service reform can be understood from two aspects. In addition to the objective indicators of all aspects, the evaluation indicators of the quality of public service provision should also fully take into account the subjective feelings of the masses, especially the sense of gain of the people.

The remainder of this paper is organized as follows, the section2 analysis the existing problem of public service supply, and the section3 provides some reform options for the basic service and the sense of gain, and the section4 is a brief conclusion and discussion.

The problem of the public service supply

The problems on the supply side of public services are mainly the lack of public services and misplacement, serious inequality between urban and rural areas, and insufficient understanding of the main body of the people in the service process.

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First of all, compared with economic development, public service supply is a short board. One of the reasons is the decline in public confidence towards public institution. Even in American, the public service motivation is also a serious problem on the civil service [5]. Since the reform and opening up policies, the long-term and high-speed economic growth of the Chinese economy has accumulated objective social wealth. Even if economic development enters the "new

normal", the development speed is also in a higher reasonable range. But compared with the great achievements of economic development, the development gap is serious [6], and the public services are a significant short coming. This paper collects the basic public service expenditure data of China from 2013 to 2016. Compared with the fiscal revenue data of the same period, we can find that the investment in basic public services has been significantly improved.

Table-1: The growth rate of public service investment and revenue

Basic public service expenditure	2014	2015	2016
Corporate retirees monthly basic pension	10%	9.4%	4.3%
Annual per capita financial subsidy for urban residents' basic medical insurance□	17%	18%	5%
Per capita basic public health service subsidy	15%	13%	7%
Housing security expenditure	—	15%	17%
National public finance income growth rate	8.6%	8.4%	4.5%

Note: The basic public service expenditure data comes from the "National Basic Public Service Statistical Indicators-2017", and the national public finance income data comes from the Ministry of Finance "China's Financial Situation (2012-2013)"

It is a critical problem that the basic public services gap between urban and rural areas. The direct cause of inequality in basic public services is the huge difference in the financial capacity of local governments, which is the supply-side factor. The deeper reasons are structural factors and the level of development of inadequate urban-rural and regional imbalances. The basic public service level of the city shows patterns that east region have the best public service, the middle region supply is general, and the west is the worst. Compared with urban residents, rural residents and middle-western residents are more likely to have a relative sense of loss and injustice than the eastern residents. Socially disadvantaged groups are embedded in the social structure, and the poor are concentrated in the central and western regions and rural areas. The horizontal acquisition of such groups is necessarily relatively low. From a perceptual point of view, due to the powerful integration power of the mobile Internet, the entire social structure is flatter. Different social groups can understand the level of public services that other groups can obtain through the network. The feeling of "lost" will generate through compare. This is the root cause of the low horizontal gain.

The public service supply side and the demand side are misplaced. The dislocation of the supply side and the demand side of the public service is reflected in two aspects. First, the demands of different social groups for public services are not the same, and the supply side is difficult to meet. Second, the response of public services is not timely enough. The demand side of public services is the broad masses of the people, and there is a certain consistency in the demand for basic public services. However, due to the different social classes, the demands for public services are bound to be different. For example, middle-aged and older groups

have higher requirements and expectations for compulsory education and health care services, which in part leads to lower satisfaction with compulsory education and health care services. Economically developed regions pay more attention to children's education and environmental protection, while the demand for medical and elderly services in economically underdeveloped regions is more urgent. On the other hand, the government has not responded enough to the needs of major people's livelihood. Policy formulation often adopts a "top-down" approach, and does not fully consider the most urgent needs and aspirations of the people. The existence of supply-side defects, the difference between supply and demand structures is not conducive to the improvement of public service efficiency.

The reform options for the public service supply reform

Through the reform of the public service supply side reform to enhance the sense of gaining. from the vertical time dimension, the government should continue to increase investment in public services. From the horizontal spatial dimension, it is necessary to promote the equalization of basic public services and promote fairness between regions. In addition, we should also pay attention to the precise governance mechanism.

The government should improve the quality of public services and lift the vertical sense of gain. one aspect of the source of sensation is compared to before. For example, rural inclusive pensions are from scratch, basic medical subsidies are low to high, and affordable housing projects are from small to large. These real changes can be intuitively perceived by the masses, thus enhancing their vertical sense of gain. The improvement of the people's sense of access needs to continuously

increase the input of public service. Especially in the special period when economic development enters the "new normal", people's livelihood development and public services must hold the bottom line, and protect the people's livelihood by increasing public service investment and structural supply-side reform, and promote a strong driving force for economic development.

Promoting the equalization of basic public services and enhancing the horizontal sense of gain. As China enters the ranks of middle-income countries, the social structure has quietly undergone profound changes. The difference in the level of public service enjoyed by different groups is huge. Coupled with the public awareness of rights and the awakening of rights awareness brought about by the interaction of information, the horizontal comparison erodes the sense of gain. By vigorously promoting the equalization of basic public services, we ensure that the basic public services between urban and rural areas are relatively balanced, complement the shortcomings of basic public services in poverty-stricken areas, and vigorously improve the accessibility of basic public services for the masses. Equalization is not a simple averaging. The core connotation of equalization of basic public services is inclusiveness, basic protection, and sustainability. Inclusiveness refers to all citizens, regardless of their external factors such as social class and residential area, have the same opportunity to obtain a basic and consistent basic public service, emphasizing equal opportunities. Due to the huge differences of development standard between China's regions, the realization of equalization is bound to be a long-term process. It is necessary to improve the sense of gain of citizens across the country, narrow the gap, and fill in this short board. Equalization of basic public services is an important policy.

Enhancing the responsiveness of public services and meeting citizens' public service needs timely. The government's continuous response to citizen opinions is the basic feature of modern governance and an important source of government

credibility. From the perspective of the supply side, improving the responsiveness of public services can significantly enhance the sense of gain of the masses. The public service sector involves many entities, and the supply-side departments must always be prepared to pay more attention to "bottom-up" policy initiatives in the process of formulating public service-related policies. For people's livelihood needs and major social concerns, Improve the sense of gain of the masses through an active and promising government.

Using different ways to provide public services, in order to meet the needs of the masses accurately. The government should innovate the supply of public services, improve people's livelihood and welfare, expand the supply of basic public services, and meet the diversity needs of general public. Cooperative production is also an important way to achieve precise governance in the public service sector. The basic idea of basic public service provision should be "government responsibility, collaborative supply", the provision of public services can be incorporated into social forces, government and social capital cooperation.

Serving the people wholeheartedly through administrative reform. The administrative reform is an important aspect of building a modern state governance system. The final goal of administrative reform is to let the people enjoy more sense of gain. The government must promote the decentralization of power and stimulate the vitality of the society. When the government deals with public service such as household registration, medical insurance reimbursement, pension collection, child enrollment and so on, these unnecessary certificates should be cancelled, and then redundant approvals must be banned. What is more essential is that work procedures should be simplified. The second is to promote the transformation of government management, and we should build a service-oriented government. Using the internet to re-build our governance procedures. For example, the materials required for the business will be notified at one time.

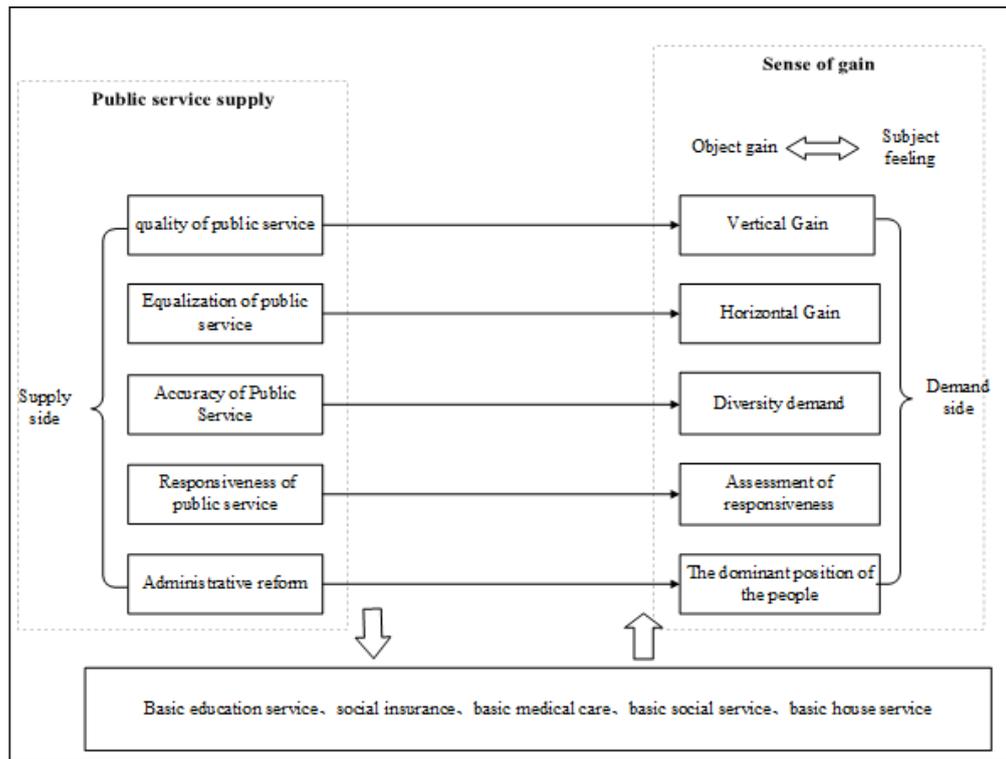


Fig-1: A Theoretical Framework of Public Services Supply in China and The Subject Assessment of Citizens

CONCLUSION AND DISCUSSION

Sense of gain is a social science concept with China characteristic and it fully reflects the people-centered governance thought of the party and the government. The reform of the supply side of public services is an important means to enhance the sense of gain. In recent years, China has increased its investment in social security, compulsory education, and medical and health services. However, there are still some problems in the quality of public services, inequality between urban and rural areas, mismatched supply and demand. To solve these problems, we need to continuously increase the input of public services, vigorously promote the equalization of public services, and establish a precise mechanism for service provision. New technologies and new applications such as artificial intelligence, mobile payment, big data, and cloud computing have been surging. The reform of the supply side of public services should also conform to the tide of the times, fully apply new technologies and new means, provide high-quality and accessible public services for all citizens, truly serve the people wholeheartedly, and strive to improve the sense of gain.

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