The Mechanism and Role of "Internet plus" in Promoting Medical Institutions to Achieve Social Governance -- Taking Medical Colleges in Qigihar as an Example

Zhiwei Tian1, Xiangkun Li2 *, 3Shibo Wang, 4Bo Xu, 5Wanhua Ding and 5Yingchun Sun

1Foreign Language Department, Qiqihar Medical University
2Personnel Department, Qiqihar Medical University
3Qiqihar University,
4Qiqihar Health School,
5Qiqihar Medical University
No.333, Bukui Street, Jianhua District, Qiqihar City, Heilongjiang Province, 161006 P.R. China

*Corresponding author e-mail: vivian781021@sina.com

Abstract. With the popularity and development of Internet technology in recent years, the public has attached more importance to the role of "Internet plus", and Internet plus has provided technical platform for various industries. The purpose of this paper is to study the mechanism and role of Internet plus in helping medical institutions to achieve social governance by taking medical colleges in Qigihar as an example. First, it summarizes the basic concepts of social governance, and then analyzes the specific path of "Internet plus" to promote social governance construction. Combined with the Qigihar area, it analyzes the social governance system and mechanism construction. Finally, a questionnaire survey was conducted among 107 public in Heilongjiang. The results showed that the Internet plus student management module provided the main services for the students. The students could conduct the course management, document management, mailbox management, public forum, mail list management and so on through the module. The satisfaction degree of the "Internet plus" communication between doctors and patients in Qigihar medical college is 81.3%, the medical service coverage is 84.1%, and the access to medical services is 86.9%. "Internet plus" helps medical institutions achieve the role of management talents and service personnel.

Keywords: "Internet Plus" Assistance, Social Governance, Medical Institutions, Governance Mechanism, Qigihar Area

1. Introduction
Medicine is a comprehensive and practical subject, which not only reflects the anatomy and embryo of human body, but also reflects the physiological, biochemical and pathophysiological functions of
human body. Clinical medicine, as the main specialty of medical colleges, has a large number of enrollment and a wide range of employment. Its curriculum construction and reform plays an important role in the cultivation of medical talents, so it has always been the focus of medical education reform.

With the continuous increase of public health demand, Internet plus medical and education has become the trend of development. At present, Internet technology has promoted the development of medical industry to information, automation and intellectualization. Compared with traditional medical services, the Internet plus service mode can highlight the unique advantages of medical reform students, and provide more new ways for the exploration of new employment mode for medical students. Exploring the role of Internet plus in medical colleges and universities in Qigihar has both theoretical significance and important practical significance.

Internet plus is a new development strategy in the new era. It is closely related to the government information disclosure. Promoting the openness of government information can promote the modernization of national governance capacity. Cristiana Bernardi Internet plus Internet is the basis of the modernization of government governance. Based on the disclosure of government information, this paper puts forward the mechanism of "Internet plus government information disclosure" from the perspective of modernization of state governance, and gives a general description of the two. It also proposes the flow pattern of government information under the background of Internet plus. Under this mode, the government information has changed from traditional one-way flow to omnidirectional multidirectional flow, showing the subversive change of information flow under the Internet plus background [1]. Bao Yang proposed a new social governance framework to improve and implement strategies in a typical Internet of things scenario. The key idea of social governance is that devices should participate in a collaboration protocol to set up strategies to control their use space. The device will have the incentive to comply with the policies established by the collaborative process. The goal of the framework is to create a flexible but stable, context and time sensitive Governance [2].

The innovation of this paper: (1) the research content is new. Based on the analysis of the theory of service oriented medical schools, the questionnaire survey method was used to further improve the satisfaction of "Internet plus" service in Qigihar medical colleges, in order to add more experience to the theoretical experience in this field. (2) The research perspective is new. Internet plus "Internet plus" is used to analyze the current situation of service satisfaction of Qigihar medical colleges and universities. Based on previous studies on social governance and Internet plus, the paper proposes suggestions for further optimizing and improving the "Internet +" service satisfaction of Qigihar medical colleges. With the increase of user satisfaction, the level and efficiency of Internet plus in Qigihar medical colleges will be promoted, the digital gap will be reduced and the transformation of Internet plus into service oriented medical colleges will be gradually realized.

2. Proposed Method

2.1 Social Governance

In recent years, there are different ways to define the basic connotation of social governance. A more comprehensive expression can be defined as: in order to promote the coordinated operation of the social system, multi-dimensional social subjects with the government as the core organize, coordinate, regulate, supervise and correct the process of "social failure" in various fields and links of social development through partnership. The basic tasks of social governance include: coordinating social relations, standardizing social behaviors, solving social problems, resolving social conflicts, maintaining social justice, coping with social risks, and promoting social harmony [3, 4].

The prominent features of social governance are as follows: first, it emphasizes the role of multiple subjects [5]. Second, it emphasizes the formation of equal and cooperative network relationship among multiple subjects. Third, it emphasizes the use of a variety of methods or measures for governance, including: economy, administration, law, culture, customs and so on [6].
2.2 "Internet plus" to Promote Social Governance Construction

(1) Standardize the order of network information dissemination

Establish the network public opinion monitoring system, strengthen the research and judgment of network public opinion, and improve the guidance mechanism of network public opinion [7]. Implement real-time network management and strengthen the monitoring of network operation. Establish and improve the network rules and regulations, promote the self-development and self-improvement of the network, and establish a long-term mechanism of civilized network management and civilized Internet access [8].

(2) Improve network monitoring management

The network virtual world is an important channel for the public to express their interests, of course, there are too many security risks and even illegal phenomena, so we must strengthen and improve the network monitoring management [9]. First of all, we must effectively collect all kinds of public opinions and social conditions, and give early warning and resolution to bad network behaviors. We need to establish an integrated platform of service and early warning, so as to effectively respond to emergencies. In addition, we need to improve the level of information technology in key security fields and improve the ability and level of risk prevention [10].

(3) Strengthen the construction of network culture

Cultivate the constructive power of the network. In accordance with the requirements of "active utilization, scientific development, management according to law and security guarantee", we should strengthen the construction of network culture, standardize the management of network operation and promote the healthy development of network culture. The combination of network governance and social reality governance will play an important role in the process of building a well-off society in an all-round way and a harmonious society of CO governance and sharing [11, 12].

2.3 Construction of Social Governance System and Mechanism in Qiqihar

(1) Optimize the selection mechanism of talent team

With the progress of social civilization, volunteer and support behavior has become an indispensable behavior for social development. For social work that is still developing, a volunteer team with sense of responsibility and volunteerism is needed to form a linkage mechanism with social work professionals. Establish an interactive mode of "leading volunteers in social work, serving the masses, and the masses participating in voluntary service". According to social work tasks, governments at all levels are equipped with different types of volunteers to make up for the deficiencies in government work and better serve the public.

Hospitals, schools and other institutions should also set up professional posts in social work. We should establish perfect social organizations and let them accept more talents in social work. The first is to provide sufficient resources for social organizations, and the second is to supervise their operation, so that social organizations can operate in a healthy and orderly manner, and social workers can effectively play their own role.

(2) The construction of talent training system

Pay attention to the construction of social work talent team, strive to build a research talent, management talent and service talent team to adapt to the modernization of community governance, realize the scientific, professional and efficient social work; optimize the social work policy system, improve and perfect the management and use system of social work talent, and update and strengthen timely education and training to ensure the update and development of talent team. Broaden the service scope of social work to truly meet the practical needs of the masses; improve the volunteer work service system, cultivate healthy volunteer service organizations, establish corresponding system rules, standardize the behavior of volunteer organizations, carry out professional training for volunteers, accelerate the promotion of specialization and standardization of volunteer service, so that volunteers can work together with social workers to effectively connect, Better provision of public services.
3. Experiments

3.1 Respondents
Based on in-depth interviews with 7 employees, students and teachers in the enterprises, and the interviews and the literature research, 12 indicators of Internet plus service satisfaction in 12 medical institutions in Qigihar were investigated from the 3 dimensions of perceived ease of use, perceived usefulness and perceived quality. A questionnaire survey was conducted among 107 public in Heilongjiang. According to the summary, 64 women participated in the survey, accounting for 59.8% of the total number of participants. 43 males, accounting for 40.2% of the total number of participants.

3.2 Statistical Analysis
After the questionnaire was collected, the database was established by Excel. After checking the data input, Excel and spss21.0 software are used to process and analyze the data to ensure the validity and accuracy of the data. According to the needs of the questionnaire survey and the collected data, descriptive statistics were carried out, the counting data were described by frequency, and the difference analysis was carried out by rank sum test, P < 0.05, with statistical significance.

4. Discussion

4.1 The Role of "Internet Plus" Management Personnel in Qigihar Medical Colleges
As a student, the operation related to internship assignment can be realized after logging in the main interface of this module. In the specific assignment time of internship, you can query the existing internship hospitals, internship arrangements, internship tasks in different wards, basic information of small subjects and relative teachers in the same ward, as well as the current overall internship selection. After knowing the basic internship information, you can choose internship. According to your own schedule, you can arrange the internship sequence of internal medicine, surgery, gynecology and pediatrics, as well as the corresponding internship subjects and teachers. If you are not satisfied with your choice, you can modify it in a specific time and adjust your internship arrangement.

As a teacher, you can log in the main interface of this module to realize the operation of practice assignment. You can check the internship selection of students in the Department, learn the number of internship selection of students with you, the progress of internship tasks, and query the completion of teaching tasks in real time, as shown in Table 1.

| Number of interns selected | Progress of internship tasks | Completion of teaching tasks |
|---------------------------|------------------------------|----------------------------|
| 101                       | 45%                          | 52%                        |

Internship distribution management can select various functions according to their own needs. This module mainly includes internship selection, by election and back election. In a specific time, the internship distribution can be positively selected. In the upper part is the credit arrangement of the internship subject to be selected. In the lower part, the internship positions provided by different internship hospitals are listed in the form of a list. On the right side of the list, the status quo of allocation is prompted in real time. It shows the total number of people required by different position accounts, the number of people who have been selected and the number of people who can be selected. In this way, it is not easy to cause that there are no candidates for some subjects, and some subjects can not select internships because there are too many people, but the information is not public. In the last column, there is a detailed introduction, mainly including the main internship tasks of the post, basic information of teachers, basic introduction of departments, basic introduction of hospitals, and brief requirements for undergraduate purposes. It is convenient for interns to choose the most suitable position according to their actual situation.

4.2 The Role of "Internet Plus" Service Talents in Qigihar Medical Colleges and Universities
The satisfaction survey results were collected and the results showed that the distribution of satisfaction of Internet plus services in Qiqihar medical colleges was shown in Figure 1.

![Figure 1. Satisfaction of respondents to "Internet plus" in Qiqihar medical schools](image)

According to the results of the questionnaire, the index of the user satisfaction of "Internet plus" service in Qiqihar medical colleges is slightly lower: the convenience degree of the relevant operation related to perceived ease of use, the satisfaction rate of the index is 72.9%, and the satisfaction rate of the index which is related to perceived usefulness is 67.3%, and the personal information security related to perceived quality is guaranteed. The satisfaction rate of this index is 77.6%.

5. Conclusions
This paper defines the basic concepts of social governance, and classifies the service objects according to their classification, and finally determines the main research objects. It briefly introduces the three paths of "Internet plus" to promote social governance construction, defines the concept of user satisfaction and the components of user satisfaction. 12 Internet plus service Internet satisfaction indicators in Qiqihar medical colleges have been set up to lay the foundation for further study of the Internet plus user satisfaction in Qiqihar medical colleges. The mechanism and role of Internet plus management talents in realizing social governance are also analyzed.

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