Research on the Utility and Efficiency of Public Management Supported by Computer Big Data

Xuemei Wang1,*

1Sichuan Institute for Nationalities, Sichuan, Kangding, 626001, China

*Corresponding author e-mail: wxm@scun.edu.cn

Abstract. In recent years, my country has provided a large amount of capital and talent training output in public management. In order to strengthen the efficiency of my country's public management, with the support of the computer big data model, people's lives have been faster and better. With the support of computer big data, some support on the Internet can appear in people's lives faster and better, and strengthen people's awareness of protection of public management. In the 21st century, under the background of the Internet, people's awareness of public management, and in recent years, the government has also strengthened the direction of public management. In order to make public management better in life, the purpose of increasing public management is undoubtedly to ensure the beauty of mankind. Healthy living needs. It is also an inevitable requirement for achieving common prosperity. In the process of public management practice, opportunities and challenges coexist. Increasing the supervision of the talent market and increasing the awareness of citizens are all for the sake of public management to a better degree, as China's economic development changes. Reform and development of China’s social economy unconsciously take a step forward, and the proportion of public management in China’s economy is more important. Only when public management is better completed can we move towards a new social process. Public management is With the Chinese government as the core of the various departments to cooperate, so that public public management can better play, public management is diversified. Including two major categories of social public organizations and other social organizations [1]. The purpose of public management is to promote the overall coordinated development of society and to promote the realization of social public interests.

Keywords: Big Data, The Internet, Public Management, Social Economy

1. Introduction
Under the development of China’s new economic model, public management has moved to a new height. Under the influence of economic management, my country’s public management has shown a better development model driven by the Internet. The government invests in efforts to better promote the public management system. Public management is a new management model, new approach, new paradigm or new discipline framework that is different from traditional public administration. Public
management focuses on management content, management ideas, and management methods [2]. It is different from traditional administrative management in other aspects, namely public administration-public policy-public management.

![Figure 1. Big Data Era](image)

2. How to improve the efficiency of public management

2.1. What is public management

It is a new type of strategic model proposed by the national administrative department to increase the rapid development of China's economy. By starting from the society, public management puts forward management demands to the Chinese people, and requires everyone to cooperate and jointly improve public management. It is a new and effective management mode proposed because of the defects in government management. On the one hand, it emphasizes that the purpose of public management on the other hand increases the protection of the people, fairness can be better, and more prominently reflects the status of the government in the eyes of the Chinese people [3]. On the other hand, it can also increase supervision of the government, and the use of public power is management, which is more scientific and effective.

2.2. Purpose of public management

Public management is a double-edged sword. It can better increase supervision, fill loopholes, rationalize the requirements of the masses faster and more conveniently, further strengthen the management efficiency of our country, and increase the supervision of government departments can also increase the economic growth rate [4]. The rationalization trend of public management is the integration of various forces in the public sector with the government as the core, and extensive use of political, economic, management, and legal methods to strengthen the government’s governance capabilities and improve government performance and public service quality. So as to realize public welfare and public interest. But in the field of public management, it can be managed faster and more efficiently through the Internet.

2.3. The need to strengthen the efficiency of public management

The improvement of public management has further strengthened the government guarantee system, the necessity of public management, and the attention of the people. Public management is also a necessary issue in China’s economic development, and the strengthening of public management is also faster. Improving the efficiency of China’s economic management and public management is a necessary route for China to become a powerful country in science and technology. Increase the training of talents. Through the strategy of selecting talents in colleges and universities, select a part of college students to put forward better suggestions, take the essence and discard the dross, and choose the ones that are suitable for our country [5]. The policy of increasing costs and increasing people’s supervision, the government’s omissions, the people promptly raise problems, and then solve the problems, strengthened our country’s management model more quickly, and the omissions in public management, the government assists the people and cooperates with each other. Achieve better and more convenient public management policies.
2.4. The content of public management
The content of public management in the sense of discipline includes government management, administrative management, urban management, public policy, development management, education economic management, labor and social security, etc. The rise of public management benefits from the global new public management movement. The core of China's public management is the government. Strengthening the content of public management is also the key to further guaranteeing China's economic development. The content of public management is taken from the people and used for the people, which can strengthen the management system faster and better. It further confirms the speed of China. The content of public management is wide and the scope is large. It is a branch of public administration, which is the study of the activities and techniques and methods of various public organizations in the management of public affairs with government administrative organizations as the core.

3. How to improve the public management system through the Internet

3.1. Public management system under the Internet

![Figure 2. Internet use](image)

In the context of the Internet, the quality of social life can be learned more quickly through the Internet, which further promotes the operation of the public management system. It is also a new model that can improve lifestyles better and more conveniently, and speed up public management. Operation, with the help of the Internet, the public management model can operate better, serve the society faster and more efficiently, and it can also increase the improvement of the public management model. Its main body is diversified. In the context of globalization, only the Internet is the fastest and most convenient method, and it has also improved people’s quality of life [6]. Increasing investment in the Internet also facilitates the operation of the public management system, strengthens the operation of the main body of public management, and can better The social conditions and public opinion of the people, research the final solution and practice method. Under the computer-supported public management system, the two are combined with each other, highlighting the fastest and strongest of the two, and using them can better highlight the development under the public management model, and it can also promote my country's social and economic development model faster, So as to achieve the mode of public management in the context of the Internet.

3.2. The Internet improves the efficiency of public management
The biggest advantage of the Internet is that it can capture the needs of people’s lives faster and better. This not only improves the efficiency of public management, but also improves the quality of people’s living standards [7]. In the context of the Internet, we can have the most efficient The big data model is also the fastest and most convenient way to further improve the speed of the public management system. At this stage, the field of public management models is continuously expanding, which further reflects the importance of the Internet and strengthens China’s faster The economic management system further highlights the top priority of the Internet in the public management model.
3.3. How to strengthen the use of the Internet
While strengthening the Internet, it also vigorously promotes technical talents, increases the use of the Internet, can make it faster and more convenient for people to use time, and can more quickly highlight the use value of public management in the context of the Internet. With the promotion of the Internet, public management has taken a step forward, the Internet technology has been vigorously developed, and excellent talents have been better selected to promote the development of our country.

3.4. The extent of internet usage in our country
The Internet has become an indispensable model in people’s lives, and the Internet can better absorb the opinions of the people, faster and more convenient, and quickly push the big data model to China’s public management system. Better and more convenient service to the people [8-9]. With the rapid promotion of the big data model, not only can it absorb more university talents, but it can also provide a lot of jobs for the unemployed in the society. This not only reduces China’s social pressure, but also better promotes China’s economy. The new strategic model of development.

4. Conclusion
Under the technology of computer big data, many colleges and universities in our country provide a good entrepreneurial platform for college students through innovation and entrepreneurship mode. In the environment of many big data models, it provides a lot of difficult employment problems for employees, and solves the problem that college students can not get employment just after graduation [10]. In front of big data, it puts forward a lot of solutions to the problems of College Students' entrepreneurship. In order to facilitate college students' faster employment, vigorously develop college students' innovation, increase the employment mode, increase the use of science and technology talents, and increase funds Investment provides the best platform for college students. In the process and analysis of big data, it becomes a new application node of information technology integration Instead, it has become an innovative way to speed up people's pace of life and facilitate people to find jobs.

References.
[1] Guo Xin. Research on the utility and efficiency of public management in the era of big data [J]. Consumer Guide, 2018, 000(001):248
[2] Hou Lele, Bai Xiangwei. Research on Public Management Innovation Based on Big Data [J]. Science and Technology Wind, 2019, 000(004):58.

[3] Hu Haijing. Reform and innovation of public management in the era of big data [J]. Chi Zi, 2019, 000(023):123.

[4] Huang Liangfu. Research on the Utility of Computer Application Technology on Enterprise Information Construction from the Perspective of Big Data [J]. West China Leather, 2019, 041(024):48.

[5] Li Shenglin. Research on the Utility and Efficiency of Public Management in the Big Data Era [J]. Zhifu Times, 2019(3):136-136.

[6] Ma Jiao. Discussion on Public Management Innovation in the Era of Big Data [J]. Chinese and Foreign Entrepreneurs, 2020, No.670(08):118-118.

[7] Wang Juan. Challenges and innovations of public management in the era of big data [J]. Think Tank Times, 2018, 000(037):P.87-87.

[8] Wang Zhenpeng, Yang Yuansheng. Research on Big Data and Public Management Reform [J]. Win the Future, 2018, 000(002):P.292-292.

[9] Xiao Jianxiong. Autonomous driving prediction method and computer equipment based on individual case big data.:  

[10] Zhang Xiaohong, Fei Baosheng, Fang Hai, et al. Public management challenges in the era of big data and exploration of innovative models [J]. Journal of Anhui University of Science and Technology: Social Science Edition, 2016(5).