



## Innovating urban governance model based on intelligent communication interface

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### Abstract

The popularization of various intelligent communication terminals provides diversified tools and platforms for urban governance. From the perspective of interface theory, "interface" is the platform and node of urban governance. The development of intelligent communication can expand the functions of urban governance interfaces and is an important breakthrough for future innovation in urban governance models. Intelligent communication products are a collection of social governance functions and important carriers of the internal structure and functional form of urban governance interfaces. It is necessary to consider the optimization direction of urban governance interface driven by intelligent communication, based on grasping the trend of deep integration of intelligent communication and urban development, in order to create conditions for promoting urban governance practice by optimizing the form and function of the governance interface.

**Keywords:** Intelligent Communication, Urban Governance, Interface

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### 1. Introduction

The development of intelligent communication has to some extent changed the basic logic of urban governance. With diversified communication platforms as the connecting point, intelligent products and applications can play a more fundamental role in urban governance. Intelligent communication has gradually become a new driving factor for the development of urban governance concepts and models. Based on this logic, this article grasps the impact of intelligent communication on urban governance, Analyze the innovation and development of urban governance models driven by intelligent communication from an innovative perspective of interface theory.

### 2. Intelligent Communication: Innovative Driving Elements of Urban Governance

The development of intelligent technology is driving humanity into the era of intelligent communication. The development from digitization to intelligence not only means the upgrading of technological conditions, but also the reconstruction and iteration of basic development logic. The technical characteristics and application models reflected behind various artificial intelligence technologies have had an impact on the traditional media landscape, architecture, and operation methods. With the popularization of various intelligent communication terminals, they provide diversified tools and platforms for urban governance. Governors need to pay attention to the potential of intelligent communication models and terminals in the process of urban governance, and recognize the driving role of new communication models in urban governance.

#### 2.1 Intelligent communication is driving the upgrading of urban governance concepts

With the development of the times, the concept of urban governance also needs to be dynamically adjusted and optimized. In recent years, intelligent communication has become a new variable in urban development and governance. How to use and effectively leverage the role of intelligent communication models and tools has become a breakthrough point in optimizing governance concepts. In the future urban development process, the integration of intelligent communication with people's lives will be more closely integrated.

Based on the advantage of intelligent communication being close to people's lives, the upgraded governance model meets the inherent requirements of the concept of "people's cities". "People's cities and their governance carry the modernization of national governance, undertake typical demonstrations of urban governance, and connect people's aspirations for a better life" <sup>[1]</sup>. In the process of implementing the governance concept of "People's Cities", intelligent communication can support and drive the changes in the relationships between multiple entities such as government, market, organization, and residents in the new environment, and make timely adjustments around the core goal of creating "People's Cities", Promote innovation in urban governance concepts.

## **2.2. Intelligent communication is driving innovation in urban governance methods**

There is an inherent connection between urban governance concepts and governance methods. With the intervention of the new variable of intelligent communication, under the conditions of optimizing urban governance concepts, it will also drive corresponding adjustments in urban governance methods. The combination with urban governance needs is conducive to providing a wider range of application scenarios for intelligent communication, while driving the integration of higher quality intelligent resources into urban governance practices. In the face of many practical problems that arise in urban development, it is necessary to continuously improve the level of intelligence and refined governance. "High level of urban refined governance can effectively solve many problems that arise in the process of urban development, such as difficulty in meeting residents' demands, frequent occurrence of 'urban diseases', and obstacles to urban functional transformation"<sup>[2]</sup>, The development of intelligent communication provides a new path to solve these problems, Becoming an important driving factor for innovation in urban governance methods.

## **2.3. Intelligent communication will drive the improvement of urban soft power**

Improving soft power is one of the important goals of urban governance. For example, the innovation of Urban culture inheritance and development mode is an important part of improving urban soft power. However, "the industrialization development of Chinese traditional culture and intelligent Technological convergence have not been improved, and the characteristic advantages of intelligent media have not been fully utilized" <sup>[3]</sup>.With the further integration of intelligent communication and cultural industry, the "convergence" effect between the two will be shown, Drive the improvement of urban soft power. In addition, the shaping and guidance of mainstream values is also an important part of the development of Urban culture. In the current situation that the laws and regulations related to the application of artificial intelligence are relatively lagging, the development of intelligent communication has impacted the shaping of mainstream values to a certain extent, which is also a problem that needs to be avoided in the development of Urban culture. The driving force of intelligent communication can play a positive and negative role in the construction of urban soft power, and it needs to be scientifically addressed in the governance process.

## **3. Construction of urban governance interface based on intelligent communication**

In recent years, Chinese researchers have refined the

"interface theory", "using interface as an analytical unit to study the characteristics, internal structure, external environment, functions, and goals of the interface itself, in order to construct a theoretical paradigm about interface to discuss government and governance reform in the information age" <sup>[4]</sup>. This has become a representative of localized theoretical innovation in the field of social governance. The popularization of intelligent communication technology and terminals has established an intelligent urban governance interface. From the perspective of interface theory, "interface" has become a platform and node for urban governance. It can connect different entities such as society, organizations, and citizens through interfaces composed of intelligent communication tools, and meet the needs of urban governance and expand governance functions through innovative interface forms. The construction of an intelligent communication interface can integrate the forces of multiple disciplines and fields such as communication, society, and computer science, and jointly design intelligent solutions around new problems and needs of urban governance. The construction of an intelligent communication interface is an important breakthrough for future innovation in urban governance models. The construction of an intelligent communication interface can bridge the connection between intelligent communication and urban governance, which is conducive to dynamically connecting intelligent communication with many social scenarios and laying the foundation for continuously optimizing the road of urban intelligent governance. For example, in this process, it is necessary to pay attention to and deeply grasp the impact of the basic environment of intelligent communication on the governance interface, in order to achieve more efficient allocation of urban governance resources and adjustment of urban governance structure.

Communication is a people-oriented and people-centered activity, and the construction of intelligent communication interfaces helps to bridge the relationship between urban governance practices and people's urban development. The intelligent governance interface is built based on various intelligent communication technologies or products. From a purely technical perspective, this new governance interface is an intelligent technical tool and platform that does not have a tendency or focus in the governance process; With the transformation and upgrading of urban governance, through people-oriented communication activities, it is easy to connect intelligent technology with the development of people's cities, creating conditions for building intelligent communication interfaces that can reflect the concept of people's urban development. Building an urban governance interface based on intelligent communication can fully play its positive role in the development process of people's cities, and is conducive to exploring intelligent urban governance paths with distinctive localization characteristics that are oriented towards the future.

## **4. Product Innovation: Carrier of Urban Governance Interface Driven by Intelligent Communication**

Intelligent communication products are a collection of social governance functions and important carriers of the internal structure and functional form of intelligent communication interfaces. The important goal of building an intelligent communication interface is to provide personalized and precise public services, making the people feel more secure, secure, and happy. In this sense, intelligent communication

products have become innovative means of social governance endowed by technological change, capable of effectively integrating technology, business, and data into a full chain system. They have the characteristics of comprehensiveness, convenience, automation, and efficiency, and are the "smart hub" of social governance. Intelligent communication products include both hardware and software. Currently, the construction of hardware interfaces is mainly led by governments, institutions, large platform companies, etc., with the aim of completing the basic intelligent interface construction in different governance scenarios; The construction of software interface is mainly aimed at the specific governance needs of citizens in production and life. Based on popular terminal devices such as smart phones, product windows directly facing citizens are built through APP, applets, official account, etc., and the technical architecture and functions are placed in the background to support the realization of product functions, so that intelligent computing, data mining Embed various functions such as user profiles into urban governance practices.

As a result, various forms of intelligent communication products have become carriers of urban governance practices, and the concept of building urban governance models and governance interfaces can be expressed through product forms. Typical practical cases include the "One Network, One Network Management" platform in Shanghai, the "Micro Neighborhood Service Cloud Platform" in Wuhan, and the social governance module in various county-level integrated media center apps. These intelligent communication products not only provide a new and convenient path for the general public to participate in supervision, but also provide precise and refined services with the help of intelligent algorithms and computing power, ensuring the efficiency of community residents' services and community autonomy management. The deep application of intelligent communication products in social governance has enabled the entire society to form an intelligent governance interface based on social physical space and intelligent elements as carriers. Through digital flow, social data and information are vertically connected and horizontally interconnected. As a comprehensive intelligent service system, it can dynamically select and integrate smart data generated by society, providing users with intelligent and precise services. Ultimately, empowering social governance through the activation of intelligent value.

The design and development of intelligent communication product functions is the core content of urban governance interface construction, and will reflect the trend of gradual transformation from urban governance to service concepts. The initial form of intelligent urban governance is manifested as digital management of the city, monitoring various illegal behaviors in the city, and handling various cases, aiming to improve the efficiency of management and supervision, and expand the scope of management coverage. With the application of various intelligent communication products, the intelligence and flexibility of governance interface functions continue to improve, prompting a transformation in the structure and functions of governance interfaces. For example, the "Urban Management Connect" mobile apps developed in cities such as Beijing and Changchun have achieved effective interaction between citizens and management departments, reflecting the driving force of intelligent communication products to achieve internal structural changes in urban governance interfaces, Creating

conditions for achieving new governance functions.

## **5. Optimization direction of urban governance interface driven by intelligent communication**

Based on the role of intelligent interfaces in urban governance practice, especially the low-cost and high-efficiency advantages of intelligent communication products in this process, it is necessary to grasp the trend of deep integration of intelligent communication and urban development, and consider the optimization direction of urban governance interface driven by intelligent communication, in order to create conditions for promoting urban governance practice by optimizing the form and function of the governance interface.

### **5.1 Integrated characteristics of urban governance interface based on intelligent communication interface**

The intelligent governance interface is not a tool that is isolated or separated from each other, but a new platform that can achieve the integration and integration of multiple governance needs and functions. The construction of governance interfaces based on intelligent communication products should focus on breaking down information and data silos between departments and scenarios. For example, Shanghai's "One Network Management" and "One Network Management" have made effective attempts in this regard, playing a demonstration role in the construction of intelligent integrated governance interfaces, and building intelligent management platforms for multiple scenarios such as municipal management, transportation, public safety, and emergency response, The integration and integration of governance functions in different scenarios have laid the foundation for improving the operational efficiency of governance interfaces.

### **5.2 Reflecting the refined characteristics of urban governance interface based on intelligent communication interface**

Attempt to create scientific, refined, and intelligent governance and intelligence communication products, efficiently match the supply and demand of urban micro entities, and improve the level of real-time intelligent services in cities. Fine governance can achieve the collection of citizens' needs and data through intelligent products, striving to fully reflect the real needs of residents, ensuring the accuracy of governance content, and driving the decision-making mode of grassroots governance from passive to active, achieving the forward entry point of urban governance, from post resolution to real-time monitoring, pre prevention, and improving the efficiency of urban governance.

### **5.3 Driving Urban Development and Deepening Integration of Specific Scenarios of Citizen Life Based on Intelligent Communication Interface**

The future intelligent governance interface will involve many scenarios of urban life, covering a wide range of aspects and requiring detailed work requirements. The governance interface needs to fully leverage the flexibility of intelligent communication products, and build targeted governance interfaces based on the personalized needs of different regions and industries, in order to maximize the positive role of intelligent interfaces in the development of people's cities, "Building a new smart city is a new social form that solves

the main contradiction between people's growing needs for a better life and unbalanced and inadequate development in the new era, and it is also an advanced stage of urban development in the information age and the Big data era"<sup>[5]</sup>. It is the internal requirement of urban governance to provide all-round convenience for citizens' lives through the intelligent communication sector.

In summary, various intelligent communication products have built emerging intelligent communication interfaces, becoming the core variable that distinguishes intelligent governance from traditional governance. The analysis of how technology is applied and how new functions are formed in the governance process is an effective entry point for exploring the internal structure of intelligent communication interfaces. The optimization and innovation of the form and function of intelligent communication products are the basic conditions for forming new functions in urban comprehensive governance. In future urban governance practices, it is necessary to creatively leverage the advantages of intelligent communication products and build more flexible and efficient intelligent communication interfaces.

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