

# Study on the Path of Improving Network Social Governance Through Online Fengqiao Experience

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**Abstract:** This article explores the potential application of the Fengqiao experience in strengthening network social governance. By analyzing the experience background, key elements, challenges, and path measures of Fengqiao, insights are provided for improving the governance of the online society. The Fengqiao experience emphasizes public participation, problem-solving mechanisms, as well as transparency and accountability, providing valuable reference for addressing the current challenges of online social governance. Strengthening public participation, implementing an effective reporting mechanism, and enhancing transparency and accountability will help create a safer and more inclusive Internet space.

**Keywords:** Fengqiao experience; Network social governance; Challenge; path.

## 1. Introduction

In the field of social governance, Fengqiao Experience has become a beacon of effective public participation, problem-solving mechanisms, transparency, and accountability. The Fengqiao Experience was initially implemented as a means to address public dissatisfaction and promote social harmony. Over time, it has evolved into a comprehensive social governance method that covers various aspects of social life, including today's online interaction. Currently, Fengqiao Experience has received widespread attention for its successful management of social issues in both offline and digital fields. Therefore, this article delves into the background and key elements of the Fengqiao experience, explores its relevance and applicability to strengthening network social governance, and proposes effective paths.

## 2. Understanding the Fengqiao Experience

### 2.1. Background and History of Fengqiao Experience

The origin of "Fengqiao Experience" can be traced back to Fengqiao Town in Zhejiang Province during the social turmoil of the 1960s. Faced with widespread dissatisfaction from the masses, local cadres and masses have developed a grassroots approach to address their dissatisfaction and promote harmony. They adhere to the principle of "mobilizing and relying on the masses, not surrendering conflicts, resolving them on the spot, achieving fewer arrests and better public security." This grassroots social governance experience emphasizes the active participation of the masses in discovering and solving problems, thereby enhancing their sense of ownership and responsibility.

In today's new era, Fengqiao experience is a "golden business card" of Zhejiang, a "heirloom" of doing a good job in mass work, and a "living textbook" of learning and updating. Fengqiao Experience initially focused on offline social governance, but gradually developed to adapt to the internet age, utilizing technology to expand coverage and effectiveness. This evolution was driven by the proliferation of online platforms and the emergence of new challenges in

the cyberspace, such as misinformation, cyberbullying, and digital crime. By combining traditional concepts with modern tools and methods, the Fengqiao experience can continue to serve as a guiding framework for solving contemporary social problems in both real and virtual networks.

Since its birth in 1963, the "Fengqiao Experience" has gone through nearly 60 years of development. From the "Fengqiao Bridge Experience" to the new era "Fengqiao Experience" to the new era "Fengqiao Experience", from the initial struggle against the enemy to The comprehensive management model of social security and the current grassroots autonomy experience focusing on preventing and mediating disputes have been constantly improved and kept pace with the times, making the development process of the "Fengqiao Experience" a history of the development of the mass line under the leadership of the Communist Party of China. .

The concept of "Online Fengqiao Experience" originated from the practical needs of Internet governance. It is the product of Internet governance, the "Fengqiao Experience" of "using the Internet" and "governing the Internet", a new concept extracted based on the intelligent connotation of the "Fengqiao Experience" in the new era, and the traditional "Fengqiao Experience" "Expansion in the field of governance and innovation in governance methods. In December 2016, Legal Daily and Alibaba Group jointly hosted the "New Fengqiao Experience on Network" summit seminar, proposing for the first time the construction of a new era of network security "New Fengqiao Experience" that involves police-enterprise cooperation and group prevention and governance. In January 2018, the Central Political and Legal Work Conference made it clear for the first time that it was necessary to summarize and promote the "Online Fengqiao Experience", promote understanding of social conditions and public opinion online, resolve conflicts and disputes online, and gather positive energy online, and strive to transform social governance from one-way management to Two-way interaction, offline to online and offline integration, simple department supervision to social collaboration.

The Zhuji Municipal People's Court has continuously deepened the "Online Fengqiao Experience" and established an ODR supporting mechanism integrating online mediation, online case filing, online judicial confirmation, online

supervision procedures, electronic service, etc. New governance forms can greatly improve the efficiency of resolving conflicts and disputes at the grassroots level in Zhuji City, such as the establishment of virtual network societies; and relying on the Internet to establish online booths and alarm systems, realizing network integration. Governance working model. New governance forms such as network office, network management, and network prevention and control transcend the limitations of time and space, and realize timely and open communication of information in the network virtual space, mediation can be carried out at any time, and multiple subjects can intervene at any time, which greatly It promotes the convenience of handling conflicts and disputes at the grassroots level, reduces tangible in-transit costs and time costs, enables more things to be done and resolves more disputes within a limited time, and comprehensively improves the efficiency of resolving conflicts and disputes at the grassroots level.

## **2.2. Key elements for successful governance of online society**

Based on the experience of Fengqiao, it can be found that for the governance of online society, attention should be paid to the following key points: (1) mass participation. The core of Fengqiao's experience is the principle of mass participation, emphasizing the active participation of the masses in the governance process. In the context of network social governance, this means cultivating the sense of belonging and responsibility of Internet users. The purpose of establishing platforms and initiatives is to encourage participation, including online forum discussion feedback, and Internet policy formulation. By enabling individuals to express their concerns and contribute to decision-making, public participation can establish trust and cohesion within the online society, and also help identify emerging problems and develop collective solutions, thereby enhancing the overall resilience and adaptability of the online social governance system. (2) Problem solving mechanism. An effective problem-solving mechanism is a major characteristic of Fengqiao's experience, which can timely and effectively solve problems within society. In the field of the internet, these mechanisms include a series of tools and processes aimed at addressing various forms of misconduct, including harassment, hate speech, and online fraud. The core of the problem-solving mechanism is to establish a reporting and monitoring platform where users can mark inappropriate content or behavior for review. Timely response and transparent processing procedures ensure accountability and deterrence, while also promoting the formation of a culture of online civilization and respect. (3) Transparency and accountability. Transparency and accountability are the fundamental principles that support Fengqiao's experience and can ensure the integrity and legitimacy of the governance workflow. By improving transparency in decision-making and execution, online platforms can enhance trust among users, thereby reducing the risk of abuse and misconduct. In addition, accountability mechanisms can deter malicious behavior, strengthen norms in the online society, and promote the enhancement of responsible civic awareness in the digital age.

## **3. Challenges Faced by Current Governance in the Internet Society**

### **3.1. Identifying Current Issues in Network Social Governance**

Although network social governance provides numerous benefits and opportunities for interconnectivity, it also faces significant challenges that hinder its effectiveness. These challenges stem from various sources, including technological complexity, human behavior, and systemic deficiencies. Some key issues are as follows: the rapid dissemination of online information has led to the spread of erroneous and false information, algorithm bias and malicious actors often promote erroneous and false information, which undermines public trust, distorts ideological concepts, and may have serious consequences for social cohesion and harmonious development; The anonymity and accessibility of online platforms promote the spread of cyberbullying and online harassment, especially targeting vulnerable individuals and groups. This behavior not only causes emotional harm, but also perpetuates inequality and exclusion in the cyberspace; Extremist ideology and hate speech are flourishing in the online environment, and individuals can easily find like-minded netizens and spread harmful speech, which poses a threat to social cohesion and public safety. Active measures need to be taken to combat radicalization and promote social tolerance; With the increasing collection and utilization of personal data by online platforms and service providers, concerns about privacy and data security have become more apparent. The situation of data leakage, monitoring, and misuse of personal information poses ethical, legal, and regulatory challenges, threatening individual autonomy and rights; In addition, the algorithms used by social media platforms to plan content and recommend information often exhibit biases, which may reinforce existing stereotypes and amplify fragmented narratives. In addition, content review work is often opaque and inconsistent, which raises concerns about censorship, bias, and accountability.

### **3.2. Examining the negative impact of these challenges on society**

The challenges of governance in the online society have profound negative impacts on individuals and the entire society, posing enormous harm. Specifically, the prevalence of erroneous information, cyberbullying, and privacy breaches erodes people's trust in online platforms, institutions, and information sources, reduces the credibility of online speech, undermines the process of social harmony and development, and easily leads to polarization and social division; The manipulation of online narratives, censorship systems, and the spread of extremist ideologies pose a significant threat to democratic values such as freedom of speech, diversity of opinions, and participatory governance, fueling political radicalization; Online harassment, bullying, and exposure to harmful content can have profound psychological effects on individuals, leading to stress, anxiety, depression, and even suicidal behavior. Vulnerable groups, including children, adolescents, and minority groups, are particularly vulnerable to such harm and require targeted intervention measures and support services; Network security vulnerabilities, data theft, and online fraud can cause significant economic losses, affecting businesses,

governments, and individuals. Losing trust in online transactions and digital services can hinder economic growth and innovation, exacerbate inequality, and hinder development efforts; The proliferation of divisive narratives and filtering foam has exacerbated social polarization and fostered conflict among groups, which has undermined social cohesion, hindered constructive dialogue, and exacerbated hostility and resentment among different groups.

## **4. Based on the Experience of Fengqiao, The Path to Improving Network Social Governance**

### **4.1. Strengthen public participation**

#### **4.1.1. Establish an online forum for discussion and feedback.**

Establishing an online forum involves creating dedicated sections or channels within the platform where users can initiate and participate in discussions on specific topics, issues, or initiatives. These forums may take the form of message boards, chat rooms, or discussion threads, depending on the platform's structure and user preferences. Online forums have several benefits: they provide a platform for online users to express their opinions, ask questions, and engage in constructive dialogue with other members; Online forums are a valuable channel for collecting feedback from users about platform features, policies, and services. Platform administrators can use this feedback to identify areas for improvement and effectively address user concerns; By promoting interaction and connection among users, it helps to develop a dynamic and cohesive online space. With common discussions and interests, it helps to strengthen connections among members and promote friendship.

#### **4.1.2. Encourage active public participation in the decision-making process.**

It is crucial for the public to actively participate in the decision-making process to ensure that governance measures reflect the diverse perspectives and needs of the online society. Encouraging active participation requires the platform to adopt inclusive and participatory methods, including conducting surveys and public opinion surveys, soliciting user opinions on various topics, covering platform functionality and content review policies, as well as social activities and initiatives. Survey tools enable the platform to measure user preferences, collect feedback, and make informed decisions based on opinions; Holding virtual meetings or online Q&A sessions allows platform administrators to directly interact with users, address their concerns, and answer questions in real-time. These interactive meetings provide a platform for open dialogue between platform administrators and network users.

### **4.2. Implement effective reporting and monitoring mechanisms**

#### **4.2.1. Develop an online problem reporting platform.**

Developing a powerful reporting platform is crucial for users to report inappropriate content, abusive behavior, or other violations of social norms. These platforms should be user-friendly, accessible, and responsive, allowing individuals to quickly and effectively report events. The main considerations for developing a reporting platform include: the reporting interface should be intuitive and easy to use, with clear instructions, and options for selecting the type of

reporting issue (such as harassment, hate speech, spam). Providing predefined categories or labels can help simplify the reporting process and ensure that reports are transmitted to the appropriate channels for review; The platform should prioritize user privacy and security by providing anonymous reporting options, allowing users to report events without worrying about retaliation, thereby cultivating a culture of trust and accountability in the online society. The platform should also take measures to protect the confidentiality of the identity and information of whistleblowers; The reporting platform should allow users to provide relevant documents or evidence to support their reporting behavior, such as screenshots and links, which helps network managers evaluate the content of reports more effectively and make informed decisions on taking action; The platform should provide feedback to users when submitting reports, confirming receipt, and providing information on the subsequent steps in the review process. Transparency is the key to maintaining trust and confidence in the reporting system, therefore platforms should openly communicate the results of reporting events and any actions taken as a result; The reporting platform should be accessible to all users, regardless of their abilities or technical literacy, including ensuring compatibility with assistive technologies, providing language localization options, and providing alternative reporting channels for users with specific needs.

#### **4.2.2. Timely response and resolution of issues.**

Timely response and resolution of reported issues are crucial for effectively addressing issues and maintaining user trust in network platform governance mechanisms. The platform should prioritize timely review and take action on reported incidents in accordance with established investigation, adjudication, and enforcement procedures. Key strategies include: the platform should establish a clear upgrade path to handle reporting events, establish a schedule and procedures for review and resolution, classify reports based on severity or urgency, and prioritize high-risk or time sensitive cases to ensure immediate attention; Establishing a dedicated audit team responsible for reviewing and resolving reported events can help streamline the resolution process and ensure consistent implementation of governance standards. Review team members should receive specialized training, including content review policies, conflict resolution skills, and psychological support for handling sensitive cases; Implementing automatic review tools, such as keyword filters, image recognition algorithms, and sentiment analysis software, can help accelerate the review process and more effectively identify potential harmful content. Although automated tools can assist in categorizing reports, staff should always need to make final decisions and take action; The platform should have transparent communication with users throughout the entire resolution process, regularly updating the status of reported events and any actions taken. Timely communication helps to reassure users that their concerns are being addressed and demonstrates the platform's commitment to accountability and responsiveness; Soliciting user feedback on their reporting experience can help the platform identify areas for improvement and improve reporting mechanisms and resolution processes over time.

### **4.3. Enhancing transparency and accountability**

#### **4.3.1. Rules and guidelines for online behavior.**

Clear online behavior rules and guidelines provide users

with a framework for understanding acceptable behavior, creating a safe and respectful online environment. The platform should develop comprehensive policies outlining standards for user behavior, content review, and governance. The key elements include: the platform should develop user behavior guidelines, clarifying the values, principles, and norms that guide user behavior on the platform. This guideline should cover a wide range of topics, including harassment, hate speech, bullying, spam, misinformation, and illegal activities, and provide clear definitions and examples to illustrate violations [5]; The platform should supplement the code of conduct with detailed network governance guidelines, specifying acceptable and unacceptable content, interactions, and practices. These guidelines should be easily accessible to all users and regularly updated to reflect constantly changing norms, emerging threats, and user feedback; The platform should establish clear procedures to enforce governance guidelines and address violations of the code of conduct, which may include mechanisms for reporting, reviewing, and adjudicating reported events, as well as the consequences of violating rules, such as warnings, temporary suspensions, or permanent bans; The platform should invest in measures to educate and raise awareness among online users, promote understanding and adherence to rules and guidelines, which may involve providing resources, tutorials, and training materials on responsible online behavior, actively promoting digital and media literacy among online users.

#### **4.3.2. Make individuals accountable for their actions through transparent processes.**

Accountability is crucial for maintaining the integrity and credibility of the online social governance system, ensuring that individuals are accountable for their actions and decisions. The platform should implement transparent processes to hold individuals accountable, including ensuring transparency and consistency in reporting and handling processes, clearly recording reported events, investigation results, and enforcement actions, informing users of the reasons for any disciplinary action taken against them, and providing opportunities for appeal; The platform should publicly disclose information about individuals or entities found to have violated guidelines or engaged in harmful behavior,

which may include publishing summaries of violation handling actions, anonymous case studies, or compiling violation data to enhance transparency and deterrence; The platform should involve the public in the supervision and governance process, authorize network users to participate in decision-making and accountability mechanisms, which may include establishing advisory groups, user representative committees, or supervisory committees responsible for monitoring platform policies, practices, and performance; The platform should maintain transparency in its data work, including how to collect and store user data, as well as how to use it for auditing and execution. Users should also be able to understand the personal data collected by the platform, as well as the algorithms and systems used to detect and resolve violations.

## **5. Epilogue**

In summary, drawing inspiration from the experience of Fengqiao can significantly strengthen the governance of online society. By taking relevant measures, a more green, healthy, civilized, and harmonious online space can be created. The principle of embracing the Fengqiao experience has a profound impact on building a more resilient and equitable digital age.

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