

The Strategy of Modern Social Governance and the Prospect of Ideological Reform in the Era of Artificial Intelligence

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ABSTRACT

Compared with the traditional industrial era, the era of digital intelligence is undergoing great changes from material production to the national ideology. This paper will explore the future development path of the modern social governance strategy from three aspects: the artificial intelligence empowerment of new industrial development and transformation, the ideological change in the digital intelligence society and the modernity of the management system in the era of digital intelligence.

Keywords: *Artificial intelligence, Digital intelligence, New quality productivity, Alienation, Management, Modernity.*

1. INTRODUCTION

The back propagation algorithm in the 1980s and the convolution network in the 1990s made a major breakthrough in the research of neural network. Deep neural network has gradually entered people's vision, and opened a new path for the field of artificial intelligence. Since 2005, deep learning driven by neural network technology has risen rapidly with a rapid trend, and the factors of production, production efficiency and production structure of all walks of life have changed accordingly. Up to now, the application of artificial intelligence technology has penetrated into all walks of life, so it is now also known as the "fourth scientific and technological revolution".

Since its birth, the academic community has made a variety of predictions about the technological path of the development of artificial intelligence. One of them is called Behaviorism or Cyberneticism. This school was born in the early 1990s, and its thoughts can be traced back to the cybernetics in the 1940s. From the perspective of cybernetics, the interaction and collision between intelligent subjects and the environment and other subjects will inevitably lead to certain survival of the fittest and evolution. Therefore, with the popularization of artificial intelligence technology,

people's ideology, social industrial structure, government management and many other fields are facing subversive evolution.

The current technical barriers is that the research and development has yet to from weak artificial intelligence to strong artificial intelligence, up to now, artificial intelligence in a certain field has reached or beyond the human intelligence, such as auto automatic driving technology, automatic assembly line, Alpha GO applied to go competition, etc., but artificial intelligence is not able to surpass human in multiple fields at the same time. How to make artificial intelligence perform multiple different task lines at the same time and realize multi-scene multi-functional integrated application should be a difficult problem in the current scientific research. At the same time, the changes in the field of material entity production, ideology and government management strategy brought about by artificial intelligence have jumped into people's vision, among which there are many tough challenges worth exploring.

2. ARTIFICIAL INTELLIGENCE ENABLES THE DEVELOPMENT AND TRANSFORMATION OF NEW INDUSTRIES

The 2024 Chinese Government Work report proposed to "deepen the research and development and application of big data and artificial intelligence, carry out the 'ARTIFICIAL intelligence+' action, and build internationally competitive digital industrial clusters."¹ The report points out, "to promote the development of artificial intelligence technology, it is necessary to make efforts from the three cornerstones of artificial intelligence, namely computing material, computing power, algorithm... in terms of computing material, it is necessary to break data barriers, establish open and shared multi-modal data standards and big data center to build reasonable and efficient knowledge graph; in terms of computing power, it is necessary to build a unified computing power dispatching platform to avoid disorderly investment of government and enterprises; in terms of algorithm, to strengthen basic research to cultivate more innovative high-quality talents." It can be seen that effectively exploring the development potential of AI is the overall direction of the government's work in the next few years.²

The most direct impact of artificial intelligence technology on the current society is reflected in the industrial production and resource allocation. Obviously, intelligent tools can replace most repetitive and simple work, such as shopping orders, cashier settlement and logistics sorting. The traditional distribution relationship of production means has been greatly changed on this level, impacting the offline retail industry and digital automatic production replacing the traditional modal production... the substantial improvement of the overall production capacity makes the people's demand for the quality of life continuously upgraded, and the requirements and the external environment to support the development of China's industrialization have undergone profound changes. So, what are the specific means of artificial

intelligence technology in the new industrial production system?

First of all, from the production side, artificial intelligence technology can help the re-engineering of the industrial foundation model. Artificial intelligence technology can be used as a promoting factor in production and manufacturing. Through the intelligent AI data analysis, image recognition, and intelligent prediction and other technical means, the intelligent monitoring and optimization of key parameters in the industrial production process can be realized, and abnormalities in production can be found in time, and then provide corresponding early warning and correction. For example, the website of the Brazilian Forum magazine reported, "In recent years, 'lighthouse factories', unmanned chemical plants and smart factories have sprung up in China. Data show that by the end of 2023, China has cultivated 421 national demonstration factories and more than 10,000 provincial-level digital workshops and smart factories."³ Secondly, artificial intelligence technology can support technological breakthroughs in product development and stimulate digital transformation and upgrading. In the design and research and development link, using the automatic feedback and autonomous optimization of machines, artificial intelligence can simulate the performance and behavior of products, reduce the cost of industrial experiment and development, improve the development efficiency and the success rate of achievement transformation.

At the level of industrial supply chain management (SCM) planning and integration, artificial intelligence technology can deeply participate in the upstream and downstream management links and improve the supply chain continuity power.⁴ The Outline of the 14th Five-Year Plan for The National Economic and Social Development of the People's Republic of China and the 2035 Vision Goals clearly states that "we should accelerate digital development, promote the construction of digital society and digital government, and activate the potential of data elements." To achieve a comprehensive

1. China Government website: Make Good Use of "Artificial Intelligence +" Enabling Industrial Upgrading. https://www.gov.cn/yaowen/liebiao/202403/content_6937351.htm

2. China Government website: Make Good Use of "Artificial Intelligence +" Enabling Industrial Upgrading. https://www.gov.cn/yaowen/liebiao/202403/content_6937351.htm

3. People's Data: "Lighthouse Factory", Unmanned Chemical Factories and Smart Factories and other New Factories Emerge in Large Numbers— China Quickly Embrace the Intelligent Wave. <https://mr.baidu.com/r/1k7opfwerU4?f=cp&u=e3b0cd084901d3ad>

4. Chinese Government Website: Draft Outline of the Plan: Accelerating Digital Development and Building a Digital China. https://www.gov.cn/xinwen/2021-03/05/content_5590619.htm

transformation of the digital society, using artificial intelligence technology to empower supply chain management is also an indispensable step. Supply chain management is the pillar link of enterprises in addition to research and development and marketing, which covers the early planning, procurement, production, distribution and other functions. In the upstream link of industrial raw material procurement and supplier management, artificial intelligence technology can be based on analysis and prediction sketch, through the historical data and market trend forecast demand, through large data analysis, intelligent algorithm, to guide the supply chain prediction, planning, execution, decision-making, through the barriers of information exchange in each link of the supply chain, to ensure the reliability and stability of supply. In the downstream links such as pricing strategy and customer relationship management, artificial intelligence technology can conduct intelligent evaluation and portrait of customer behavior analysis, and help improve the operation efficiency and response speed of the supply chain through the intelligent information sharing platform and collaboration system, so as to achieve the effect of sustainability and flexibility.

In order to incubate the long-chain mode of industrial production and service, artificial intelligence can facilitate the innovation of production mode in the industrial production and service mode. In July 2022, for example "Guangzhou Science and Technology Bureau issued the Work Plan for Promoting the 'Chain Length System' of the Artificial Intelligence Industry Chain, proposing to build the 'Chain Length System' of the artificial intelligence industry in Guangzhou, with 'ten, hundred, thousand' as the development goal, which means: ten construction of artificial intelligence industrial park, 100 typical scenario of artificial intelligence application demonstration, foster about 1000 artificial intelligence enterprises. The 'Plan' proposed that the implementation of the '2+4+N' industry cultivation project, the selection of 'car building city' as the four advantages of the development of artificial intelligence in Guangzhou, through the real 'solid chain, strong chain, supply chain, stable chain' action, focus on supporting the main chain enterprises to strengthen the ecological dominance and help enterprises double the revenue."⁵

5. National Business Organization: "Quick Overview"! What are the Goals and Ideas of the "Chain Long System" of the AI Industry Chain?
https://mp.weixin.qq.com/s?__biz=Mzl0ODU4ODkzMg==&mi

Specifically, for example, through the introduction of machine learning and image recognition technology to achieve efficient production and quality control, through the rapid conversion and adjustment of production lines to adapt to the production needs of different products, so as to achieve the optimization of production mode and service mode, to achieve the optimal allocation of production resources, to create the maximum efficiency for enterprises.

In addition, the significance of artificial intelligence technology for information security and encryption transmission is also significant. At present, the academic circle and the industry generally pay attention to the problem of information security disorder caused by artificial intelligence. Correspondingly, it also brings positive effects. For example, by integrating artificial intelligence and industrial production procedures, perception, transmission, intelligent analysis and accurate decision-making can be realized. The integration of artificial intelligence technology makes the information transmission of the industrial system more efficient and convenient. Intelligent sensors are equipped with artificial intelligence algorithms, which enables real-time data sharing between industrial equipment. In a word, under the power of artificial intelligence, various productivity factors and resource allocation programs are moving forward towards a new industrial form, and the production capacity, benefits and anti-risk ability of the traditional industrial field have been significantly improved, providing reliable support for the overall progress of the society. How to effectively use artificial intelligence technology to develop new quality productivity in the next few years or even decades will be the direction of the production department.

3. THE DISCRETE CHANGE OF IDEOLOGY IN THE DIGITAL AND INTELLECTUAL SOCIETY

The popularization of artificial intelligence technology not only changes the transformation of the material world, but also has a considerable impact on spiritual activities. Since the rapid rise of artificial intelligence in 2005, there has always been a voice of "AI anxiety" in the market. What people worry about, as the American science fiction *Westworld* shows, artificial intelligence is not

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willing to just serve human beings, and eventually develop a self-awareness and form a confrontation with human beings. In the field of spiritual phenomena, the influence of academic circles on artificial intelligence mainly focuses on the position of reflection and criticism.

The crisis consciousness brought by artificial intelligence to human beings mainly lies in its impact on human subjectivity. The attack of intelligent society to subjectivity is mainly focused on three logical clues: 1) tools deprive the subject of its own initiative; 2) the discretization of the internal relationship of the cluster; 3) ontology and idealism are shown as nihilism.

For the first one, people now live in the ubiquitous surveillance camera, face recognition, online data mining, user portrait, information push and smart home and many other intelligent elements. These too "convenient" intelligent devices make the hands free at the same time, the brain is lazy down. It can be said that the modern ordinary people enjoy the comfort and convenience that the ancient emperors could not imagine. But is that a good thing? Must the result of human beings be greatly liberated from hard work? In fact, the convenience and abundance at the material level do not necessarily lead to the fullness of the spirit: the excessively rich material world and the colorful commodity display make the subject slide towards commodity worship uncontrolled, the mechanical utilitarianism replaces the subject position of ontology, and the ideal of truth, goodness and beauty is suspended or even reversed.

According to Marx, the ultimate goal of mankind is to remove all obstacles that hinder and distort self-realization, so as to obtain liberation and freedom and all-round development. This theory states a description of the ultimate ideal, and this theory also contains its opposite — it is impossible to remove all obstacles to obtain the absolute sense of freedom. And once there are unfree factors, people fall into all kinds of alienation procedures. When the natural labor attribute of human beings are replaced by tools in a large range, the subject initiative brought by creative activities will be covered, and the obvious alienation will appear. Marx put forward the theory of alienation labor in his *Economic and Philosophy Manuscript 1844*, It claims that under the premise of capital operation, all the means of production produced by the society will inevitably be alienated, which leads to the alienation of labor and technology, and then leads to the alienation of human beings.

That is for the individual ego. If people look at the social cluster level, they will find that the problem is even more serious. In the era of traditional media, cultural products, publications and the cultural life of the civil society are all presented in a highly centralized, intensive and controllable situation. At present, artificial intelligence technology spawned a variety of new media, the diversification and decentralization of media make publishing decentralization: everyone is a publisher, User production has already broken down the authoritative production, and fragmented viewing and reading has grabbed people's attention from the traditional information reading mode with great attraction. The direct impact of this decentralization of publishing review is the discretization and divergence of information — It is called that everyone lives in the cocoon of information, and no one can avoid big data analysis and user portrait. Discretization of information must lead to a discretization of mental states among group members. Intelligent technology constitutes the control of individuals or open or hidden, and people inevitably become its "slaves" in the process of competing with the high-speed intelligent technology.

Confucius defined the social function of literary and artistic works by "stimulation, contemplation, sociability and criticism (兴观群怨)". Obviously, in the context of the information society, all of the four functions above have essential variation. At present, people take fragmented, private information reading way, although it can get "stimulate" and "contemplate" effect, but between intelligent algorithm of high and mysterious, This kind of "modern" contemplate is by no means the "observing" of the real world directly faced by the innocent eyes, or it can be said that this kind of "observation" at present is a kind of black box behavior. The things it sees are refracted through the prism and made fun of the magic box, and the effect presented is a "super reality" in the sense of Baudrillard. Now that the legitimacy of the function of "contemplate" has been disintegrated, the degree of variation of the function of "sociability and criticism" will only become more serious. Today's digital media social situation gives every user a safe curtain wall, people hide behind the screen, forming a new group organization in the comments and barrage area, staged a media interaction ceremony. This is roughly the evolution of "keyboard politics" groups. The irrational carnival principle has replaced the principle of reality, and the classical

appeal of "noble simplicity, quiet greatness" is a little bit sarcastic in this era.

With the strong invasion of intelligent tools, both the mental state of individuals and groups are in a precarious state. In this unbalanced relationship, people's demand for information is growing rapidly. According to the 2018 report of the China Academy of Information and Communications Technology, the comprehensive level of information consumption development across the country continues to rise.⁶ In a positive sense, people's willingness to consume information is positively related to its willingness to explore the world and understand the society, but in a negative sense of view, it is also a kind of psychological compensation of dependence caused by distrust of information, which is still a kind of spiritual panic. The highly informationized society will inevitably lead ideology to nihilism. That is, in the highly differentiated and discrete information relations, the existence and idealism of the subject in the ontological level are often presented as a mass of nothingness. In the form of traditional society, people's feet are on the solid earth, their eyes look directly at the real world, and people's spirit directly shows the relationship between self and others. In the society of discrete information, human ideology also falls apart, and the discretized ideology is presented as a loose aggregate, which spiritual change is also the deep reason for the alienation of human subject.

4. EXPLORATION OF THE MODERNITY OF THE MANAGEMENT SYSTEM IN THE ERA OF DIGITAL INTELLIGENCE

With the development of tools and media, social production has entered an unprecedented modern mode. Therefore, management strategies and holistic development ideas urgently need to be promoted. For management strategy, it needs to be greatly upgraded and restructured into an unprecedented modern style. All government departments should formulate the general policy of management measures and the sub-departmental implementation plan for the current situation. As mentioned above, the controversies brought about by the deep integration of industrial intelligence technology into society can be summarized into two

main aspects, the government's strategy for these two aspects should be: 1) the new technology applied to the civil market after there are many gray areas, the government work should focus on regulating the departments of power and obligation, and fully spread to the public, promote group acceptance quickly and establish trust mechanism from cognitive level; 2, While all production departments use artificial intelligence technology to increase production capacity greatly, the government should focus on the production cooperation between industries and the negative impact brought by production capacity improvement, and timely play the responsibility of error correction and guidance. It is necessary to introduce management plans for information upgrading in a timely manner, and predict the development path of information revolution in the next five or ten years from the perspective of top-level design, and a scientific emergency plan should be formulated. In short, in the era of artificial intelligence, the highest principle of management methods should still be people-oriented.

For the first point of information security, there are many non-standard and opacity in the field of AI use. Therefore, as the new generation of artificial intelligence ethics "On Strengthening the Management of Science and Technology Ethics Management", "Internet Information Service Algorithm Recommended Management Regulations", "Interim Measures for Generative Artificial Intelligence Service Management" and a series of policy norms, the first principle to solve some technological chaos is to improve laws, regulations and supervision provisions. Conditions for the use and development of artificial intelligence should be strictly regulated to ensure the orderly progress of their ethical and ethical standards. The rules cover data privacy protection, algorithmic transparency, security, and accountability. Gao Xinbo, a member of the CPPCC, said, "Legislation related to artificial intelligence should be accelerated to ensure its safety, reliability and controllability, It is also necessary to strengthen publicity and education in technical ethics and privacy security, so that artificial intelligence can better benefit people's production and life."⁷

6. Information Society 50 Forum: China in Digital Transformation, China Industrial Information Press, 2020, p. 194.

7. Internet Information Office of the People's Republic of China: The People's Convergence Observation / "Artificial Intelligence+" How to Assign Industrial Upgrading. https://www.cac.gov.cn/2024-03/08/c_1711567896781652.htm

The informatization degree of the current society has gone far beyond the traditional mode of communication and entered a situation of modern information transmission that has not been fully recognized. In order to control and effectively use this situation, it is necessary to first establish a set of reliable information processing mechanism. At the information collection level, it should be strengthened to restrict the standard collection of data by various industries and departments, and strengthen privacy protection. The application program of mobile phone and computer ports should give users a full right to know, and clarify the use scenarios and scope of data, strengthen the protection of personal data, and establish a data security guarantee mechanism. For example, TikTok and Kuaishou need to clearly disclose the legal terms under which they collect user data, and inform which third-party institutions the ID packet is shared to, whether to open cookie push, etc.; For example, the community access control face recognition system, The neighborhood committee should clearly inform the residents whether the face information collection behavior has been recorded by the public security department, What kind of security protection system guarantees the data package database is only used within the community; Financial institutions such as stock trading halls, banks and other face image protection scheme, whether it has the ability to identify generative AI video synthesis and what protective shield technology to use, and how to ensure the security of users' funds.

In addition to ensuring the security of information collection, the management department should also pay full attention to the transparency and fairness of the algorithm: the transparency of the algorithm is directly related to the users' cognition of external information, and directly affects the ideological style of the masses. Such as TikTok and Kuaishou algorithm to a certain extent for each user tailored an information cocoon room, more serious, the current TikTok algorithm mechanism has been able to customize for each user comment area, as a result, user groups are not only guided and controlled at the level of receiving information, but also at the level of analyzing and interpreting information, which can be described as the hegemony of information media for users who are not independent enough in personal thinking or logic. Therefore, how to prevent the intentional guidance or discrimination bias, how to ensure the fairness of the artificial intelligence system, directly related to the ideological development trend at the

social level and the aesthetic and value preference of the people.

For the second point, the negative impact of the new industrial structure. As mentioned above, the modernity of production structure brings not all positive significance, and the by-products caused by it include industrial restructuring, some industries being squeezed, and imbalance of talent supply and demand. For example, an Internet catchphrase that "artificial intelligence replaces boring work" covers not only manual labor, but also hand-painted orders, some simple programming orders, film and television post-production special effects, which is also on the verge of a major crisis. As Marx said, the value of labor lies not in the amount of labor, but in the irreplaceability. The impact of artificial intelligence on the whole industrial chain mainly lies in the fact that it breaks the original value evaluation system, it re-establishes, and constantly upgrades a new evaluation system. This is exactly the modernity of the relations of production, which shows what Nietzsche had earlier called for: to revalue all values.

Although artificial intelligence has replaced some boring jobs, this does not mean a comprehensive upgrading of the social industry, but also, the birth of other so-called indecent jobs. "ChatGPT's database is the entire Internet, but there is a lot of toxic content on the Internet. How does it filter through the inappropriate content? This is inseparable from a post — data annotation. First use a lot of manpower to mark the extreme remarks, and then 'feed' to the AI, so that it can learn to identify the corresponding content. According to a 2023 Time magazine report, OpenAI, the ChatGPT's company, outsourced the work to Kenyan workers for less than two dollars an hour. Their daily job is to sit in front of a computer, marking the darkest content on the Internet: murder, suicide, self-harm, rape, incest, child sexual abuse... With the least money and doing the dirtiest work, many people have serious psychological problems, insomnia, depression, and even try to commit suicide."⁸

It can be seen that once a new industrial relationship appears, it will inevitably produce a number of "indecent" positions. The reform of the new industrial relationship may lead to the lag of the understanding level of the management

8. Wind Island: The First Refugees Exploited by AI are Born.
<https://mr.baidu.com/r/1kd1daopla8?f=cp&u=379297d7f2f875df>

department, that is, it can not timely follow up the real-time changes of the industry, and it creates a situation where people chase after the accident. There are so many new industrial relationships that it is impossible for government to keep up with all these new things and anticipate the risks in advance. This is also known as the data explosion, government departments are receiving huge amounts of data every day, and it will be increasingly difficult to manage these data. Therefore, government departments should be quick and accurate when formulating and adjusting management strategies, and should not deal with the fast-changing situations with a lagging attitude. How to do this? The first is to build a full type of think tank platform, set up expert echelon, to drive the upgrading of management quality with talents. Secondly, it is to establish effective channels for public participation. With the development of the era of digital intelligence, the public's willingness to participate in government affairs is also increasing. Administrative departments at all levels should actively respond to the enthusiasm of the masses, establish effective communication channels, fully mobilize the strength of the masses, and should not passively avoid the statements of the masses.

On the whole, the management strategy in the era of digital intelligence has significantly higher requirements for government leaders and members at all levels of government than in the past. "At present, deep learning has entered a period of rapid development, but it is also a double-edged sword. If AI security challenges cannot be effectively addressed, both the digital society and the digital economy will have a weak foundation and become the most fragile and fatal link of the national security strategy." Wu Jiangxing believes that the deep learning AI model has "three cannot" endogenous security personality problems, that is, the 'black box' characteristic of neural network leads to the unexplainability of artificial intelligence; deep learning is too dependent on training samples, which leads to the indeterminability of learning results; the irreversible advancement of neural network leads to the uninference of the results."⁹

In order to effectively respond to the challenge of the modernity of the management strategy, the

9. Economic Daily: "Safety Belt" for the Development of Artificial Intelligence. <https://mr.baidu.com/r/1kd5xXRlcak?f=cp&u=f82470a215a1d06e>

functions of all levels of the government can make the following improvements: the first is to strengthen education and training, build platforms for popularizing science, provide necessary training channels and knowledge bases for employees at all levels, effectively use new media platforms, promote audio and visual information through science and education, and improve the awareness of the whole people; The second is to clear the responsibility attribution and punishment mechanism, clarify the responsibility subject of the artificial intelligence technology system, establish a special supervision and management agency, set up a point-to-point specialist management system, to ensure that the development, application and operation of artificial intelligence products are legal and compliant, in line with public order and good customs; The third is to strengthen international cooperation, realize resource sharing through international exchanges, and jointly formulate global standards and norms for artificial energy through consultation, avoid the vicious friction and conflict in advance, and actively realize the interactive concept of conscience sharing; The forth is to actively advocate public participation and establish a benign mechanism of multiple interactions.

5. CONCLUSION

In the face of artificial intelligence technology, a significant impact of scientific and technological power, it can be said that our social form is on the wave of great change. Compared with the traditional industrial era, the era of digital intelligence is undergoing great changes from material production to the national ideology. We have yet to see where this force of change will take us, and this uncertainty is precisely a major feature of modern society. Therefore, exploring a benign development path will be a protracted battle of the future-oriented management strategy.

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