

Change and Innovation of Survey Research in the Internet

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Abstract: Survey research must be accompanied by economic and social development and continuous innovation. As one of the greatest inventions of the 20th century, Internet technology brings huge challenges to survey research work, profoundly affecting the change and development of survey research work. In order to better understand the real needs of the people, the Internet era of survey research must be combined with the new characteristics of the Internet era, the practice of innovative survey research work path.

Keywords: Internet, Research, Environmental change, Work innovation.

1. Introduction

General Secretary Xi Jinping emphasized that "investigation and research are the basic skills of our good work." In the course of the Chinese revolution, Mao Zedong went deep into the vast rural areas of Xuanwu, Caixi, Xingguo, and rural Hunan to conduct detailed investigations into the various classes in Chinese society, rural conditions, and the reality and future of the revolution, and constructively put forward the assertion that "without investigation, there is no right to speak. During the construction period, "restoring the economy and developing people's livelihood" became the main research theme of the CPC, and the rich research results formed by Mao Zedong and Liu Shaoqi in practice became the theoretical basis of the Party's governance. During the reform and opening-up period, Deng Xiaoping conducted two major scale studies in 1978 and 1992 to answer the questions of "where is China going" and "what is socialism and how to build socialism", and the Party's ideas and practices of investigation and research were also enriched and deepened during this period. During this period, the Party's ideas and practices of investigation and research were enriched and deepened. In the new era of socialism with Chinese characteristics, General Secretary Xi Jinping has always attached importance to investigation and management, especially to the modernization, scientificization and systematization of investigation and research methods. In the midst of epidemic prevention and control, Xi Jinping emphasized, "Use new technologies such as artificial intelligence and big data to carry out epidemiological and traceability investigations, figure out where the sources of disease come from and where they go, and improve the accuracy and screening efficiency." Therefore, deeply understanding the meaning of the Marxist line of seeking truth from facts, mastering the scientific way of coming from the masses to the masses, reforming and innovating the investigation and research work through big data and other Internet technology tools to further improve the efficiency and standard of investigation is an important direction of investigation and research in the new era.

2. Organization of the Text

2.1. The need to conduct research in the Internet era

With the development of Internet technology, computer technology has been closely integrated with the intersection of people's production life, big data analysis, artificial intelligence and other new technologies with high interaction and communication platform gradually become an important platform for people to communicate and express their views. In particular, the openness and freedom of network information, as well as the concealment of the real information about individuals, have enabled the public to express their opinions more smoothly, which has built a good platform for investigation and research. China's current social form in the context of the Internet, in order to better adhere to the ideological line of seeking truth from facts, must make full use of new technical means to update the traditional mode of work of research and study, the formation of the "Internet + research" new form.

2.1.1. Adherence to the Internet + research work is an objective requirement to adhere to the truthfulness of the facts

In the century-long practice of China's revolution, construction, reform and the new era, the Chinese Communists have always adhered to the ideological line of seeking truth from facts and carried out in-depth and comprehensive investigation and research. The theory and practice of the Party over the past century have profoundly proved that to obtain true rational understanding, one must go through a detailed and thorough investigation and research link. In this sense, the investigation and research work is undoubtedly the central link and an important way to seek truth from facts. At the same time, as computer technology has been closely integrated with the intersection of people's production life, big data analysis, artificial intelligence and other new technologies are increasingly widely used, in this context to do a good job of research work needs to be in line with the development of the network era, the investigation and research work extended to cyberspace, increasing the radiation of the investigation and research work, grasp the state of social and economic development, grasp the real

needs of people's lives This will enhance the credibility of the Party and the government's decision-making.2.1.2 Sub heading

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2.1.2. Adherence to the Internet + research work is a necessary means to promote scientific decision-making

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2.1.3. Adherence to the Internet + research work is a necessary means to promote scientific decision-making

Historical materialism insists on the concept that the people are the makers of revolutionary history, and the Chinese Communists have always insisted on this view in leading the revolution, construction, reform and the great struggles of the new era. With the development of society, the protection of people's interests needs to be linked with the investigation and research work in the context of the Internet, the collision of these two dimensions to help solve the problem of "how to do research, research for whom". Xi Jinping has also conducted many research activities in Zhengding, Hebei Province, Ningde, Fujian Province and other places, using Internet technology to gain a deeper understanding of local grassroots social development trends and the situation of the people. At the same time, the Internet has a high degree of interactivity and information transfer characteristics, has become a platform for people to communicate and express their views. It is through the incorporation of the Internet into the investigation and research work, the Communist Party's research has discovered the new needs of the people for a better life, and of course the new problems of unbalanced and sufficient economic and social development, and learned that the new expectations of the people for the Party have reached an unprecedented level, allowing the people's interests to be better safeguarded and expressed.

2.2. Challenges of research work in the Internet era

At present, China has entered the intelligent network era, "no network", "people online", "network investigation" has become a new environment, new objects and new methods of research work, these new social features profoundly affect the development and transformation of research work.

2.2.1. "The Net is everywhere": the changing work environment of survey research

With the rapid development of China's economy and the continuous maturity of mobile Internet technology, the Internet has become an important part of people's lives. According to the Statistical Report on the Development of Internet in China, as of December 2020, the number of Chinese Internet users was 989 million, and the per capita length of Internet users was 26.2 hours per week. It can be said that the Internet has reshaped the overall landscape of Chinese society, and "no Internet is everywhere" has become a true reflection of people's social life nowadays. Due to the increasing convenience of network research, the traditional ways and means of research should also make corresponding adjustments, the Internet technology tools are increasingly integrated into the research activities. To carry out research on the work environment changes, but also prompted to carry out research on the subject, the interpersonal relationship between the object with the Internet means to further improve, shaping the party as the main body of research to borrow Internet technology to the people as the main common contact channels, the formation of a good mechanism for up and down information interaction.

2.2.2. People on the Internet: the work of the investigation and research object transfer

Research work is the bridge and link between theory and practice, but also the main learning and practice methods of the Communists. In the new situation, research and study with the progress of social and technological means and constantly present the characteristics of modernization. It is for this reason that General Secretary Xi Jinping warned leading cadres at all levels: "enhance the ability to reform and innovate, maintain an enterprising spirit, be good at combining practical creativity to promote work, and be good at using Internet technology and information technology to carry out work ." The Statistical Report on the Development of the Internet in China shows that by the end of 2020, the total number of mobile Internet users exceeded 1.6 billion, and the Internet penetration rate reached 70.4% . With the people going online, the object of investigation and research work then changes, which requires the Chinese Communists to innovate their thinking and form a more targeted and applicable Internet investigation method, so as to gain wisdom and inspiration in social practice.

2.2.3. Web survey: a change in the way survey research works

Things change from time to time, at any time and system. This one-way communication mode of traditional survey and research between the subject and the client is mostly reflected in the form of top-down guidance, in which the people are involved, but rarely provide feedback. The survey method in the network era is distinguished from the traditional survey method is that its main process is achieved through computer-assisted, the use of big data analysis, cloud computing technology, artificial intelligence and other new means to organize and carry out the task of research; at the same time, the Internet era everyone is the subject of information dissemination, decentralized features of the new era of survey and research work has brought great innovation and change. In the process of investigation and research, the work subject can access the relatively objective and accurate information obtained through the network database, the object of the survey work can pass their opinions and views through the network channel, forming a mechanism for the benign

interaction of investigation and research.

2.3. Thinking about the practical path of innovative investigation and research

In the Internet era, in our practical experience, we have realized that survey and research are the basic forms of social practice activities. In fact, we must not only explore the necessity of research in the Internet era, but also study the logic of operation of research work in the context of the Internet era. Do a good job of social research in the context of the Internet era, we must adhere to the line of thought of seeking truth from facts, close contact with the masses, working methods, through a top-down, bottom-up, circular process.

2.3.1. Bottom-up: from the people

History and the reality of political life experience and lessons have taught people that the social function of research has distinctive characteristics of the people, that is, people-centered features. Because the object of investigation and research and the specific way to determine the investigation and research must go deep into the masses, deep into the specific practical activities. The logical starting point for research in the context of the Internet era is the practice of the people, the Communist Party of China, the current to promote the development of the great cause of socialism with Chinese characteristics, must borrow the Internet means, out of the book, to the grassroots, into the masses, in the masses to bring together the views of the correct valuable conclusions, in order to provide the basic basis for the Party and the government's decisions correct.

2.3.2. Top down: Go to the people

Internet era, the second stage of the logic of the movement of research work is "to the people", that is, the top-down delivery of party and government policies, guidelines and routes. The will of the people is an important basis for the work of the party and government, but also an important yardstick to measure the party and government to serve the people. The decisions made according to the opinions of the masses will eventually go back to the masses and be tested by them. The main purpose is to make the people more familiar with the policy information, understand the intention of the policy formulated, so as to better understand and grasp the content of the policy and improve the support of the masses for the Party and the government.

2.3.3. Round and round: up and down communication and interaction

Pragmatic and close contact with the masses has been the glorious tradition of the Communist Party of China, in the investigation and research work to implement the principle of pragmatism and close contact with the masses in the work methods, the formation of the "top down, the bottom up" a good situation. Traditional investigation and research work is mostly top-down administrative-led organizational model, with one-way communication. Network technology is greatly enriched by the inclusion of information, through big data analysis, artificial intelligence and other new technological means to promote the investigation and research work of the subject and object in the process of information interaction on an equal footing, to protect the people's subject position, thus forming a new logical form of information interaction.

2.4. Working logic of conducting research in the context of the Internet era

Innovative Internet era survey and research work is the new era of innovation and development of the idea of insisting on seeking truth from facts and the working methods of the mass line, the current system, concepts and other aspects are incompatible with the Internet survey and research work. In order to better carry out research work, it is necessary to identify the problems and drawbacks of research work in the context of the Internet, and innovation of the practical path of research work in the Internet era.

2.4.1. Strengthen the legal system, from "formalization" to "standardization"

The construction of the legal system, is the Internet era to conduct research work to protect. Only to improve the legal construction of the way to the Internet era survey research work into an orderly, rule of law track. First, revise and improve the relevant laws and regulations to create a stable and safe environment for the investigation and research work in the Internet era. On the one hand, the law stipulates the responsibilities of party members and cadres in the investigation and research work and the obligations to be performed, the investigation and research work to be carried out in the fundamental interests of the people as the starting point and anchor point, to serve the people; on the other hand, the introduction of the law so that the people have a law to follow in social and political life, to guide the masses to do a civilized and rational investigation and research work of the participants.

2.4.2. Update the concept and enhance the ability, from passive "fear" network to active "touch"

Due to big data analysis, artificial intelligence and other high-tech means of professionalism, complexity and other characteristics, many cadres are worried about trouble, still cling to the traditional methods of investigation and research work, lack of proper understanding of the laws of investigation and research in the Internet era, often in communication with the people in the state of "aphasia". Therefore, China's leading cadres at all levels should change their mindset, from "fear" to "touch" the network. First of all, pay attention to high-tech, keep sensitive to science and technology, increase the frequency of Internet research work, in-depth understanding of the people's thoughts and ideas, and actively answer the people's questions; secondly, improve network literacy and network capabilities, from knowing the network to using the network. Special training should be carried out for leading cadres who have low information literacy and Internet access ability.

2.4.3. Make good use of Internet technology, from "reverse" to "interactive"

The key to carrying out research in the Internet era is the use of new technology to build a practical and effective platform for communication and interaction between party members and cadres and the people. Only the appropriate use of technology, communication platform is reasonably built, in order to give full play to the function of the investigation and research work in the Internet era. At present, China's party communication platform still exists in a single form, rigid management, information updates are not timely and many other problems. Therefore, we should make full use of Internet technology, open communication channels, actively respond to the people's problems, adhere to the policy of positive use and scientific development, tap the true will of

the people, stimulate people's enthusiasm for participation, adhere to the ideological principle of seeking truth from facts and the working method of interaction with the masses, and form a working mechanism of positive interaction between the top and bottom in practice.

3. Conclusion

The history and experience of the development of Marxism shows that investigation and research is a glorious tradition and practical weapon of the Communists. Relying on investigation and research, generations of Communists have recognized new problems and studied new situations. Contemporary China, Xi Jinping as the core of the Chinese Communists according to the new situation of the development of the times, thinking about the Internet and the combination of investigation and research work of change and innovation, in strengthening the main responsibilities of the party and the government at the same time to build a sound legal system to do backup protection, the extension of existing laws and regulations apply to cyberspace. As General Secretary Xi Jinping pointed out, "to do a good job program, one is to find out the situation, find out what the status quo is, in-depth research, good basic data measurement, good at dissecting the sparrow, the actual situation accurate and thorough, have a number of chest, targeted. Second, the purpose should be clear, to figure out what the direction and purpose is, to grasp the means to prevent the matter or even put the cart before the horse."

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