中国人民大学

中国社会发展研究报告 2015

探寻社会治理创新 推进社会健康发展

RENMIN UNIVERSITY OF CHINA
RESEARCH REPORTS ON CHINA SOCIAL DEVELOPMENT 2015

EXPLORING INNOVATION IN SOCIAL GOVERNANCE
PROMOTING HEALTHY SOCIAL DEVELOPMENT

顾　　问　袁宝华
主　　编　张建明
副 主 编　洪大用
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2002年以来，中国人民大学年度系列发展报告（即《中国人民大学中国社会发展研究报告》、《中国人民大学中国经济发展研究报告》和《中国人民大学中国人文社会科学发展研究报告》）的出版发行，引起了社会各界和广大读者的广泛关注，产生了较大的社会影响，成为我校一个重要的学术品牌，这让我们深感欣慰，也增强了我们继续做好这项工作的责任和信心。正是基于这样的责任和信心，加上近一年的努力，我们又编写出版了中国人民大学系列发展报告2014。

中国人民大学系列发展报告2014的各个子报告均由编委会负责审定选题、整体框架、主要内容和编写体例，组织有关专家召开研讨会，审核报告的写作提纲。各报告实行主编负责制，主编由校学术委员会主任、秘书长会议确定，学校聘任；主编聘请副主编或执行副主编。各报告根据主题，分别聘请相关部门的领导和知名学者担任顾问。中国人民大学社会学理论与方法研究中心、中国人民大学中国经济改革与发展研究院和中国人民大学人文社会科学发展研究中心分别作为《中国人民大学中国社会发展研究报告》、《中国人民大学中国经济发展研究报告》和《中国人民大学中国人文社会科学发展研究报告》的依托单位，在组织和写作方面发挥了主要作用。

根据实际情况及学者建议，学校对年度系列发展报告进行了一些调整。《中国人民大学中国人文社会科学发展研究报告》调整为逢奇数年出版。

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2010 年，《中国人民大学中国法律发展报告》开始列入年度系列发展报告。2012 年，学校在上述系列发展报告的基础上推出了“研究报告系列”，涉及经济、社会、新闻和教育等学科，拓展了研究领域。现在，报告的编写出版工作已纳入学校的年度科研计划，成为一项常规性工作。2014 年，学校根据“研究报告系列”发展的实际情况，决定不再出版《中国人民大学中国经济发展研究报告》。

由于报告所涉及的问题大多具有重大、复杂和前沿性的特点，加上写作与出版周期较短及研究水平的局限，尽管我们尽了努力，报告中的不足或易引起争议的地方仍在所难免。欢迎专家和学者批评指正。

中国人民大学发展研究报告编委会

2015 年 9 月 15 日

Abstract

The theme of Research Reports on China Social Development 2015 is to explore innovation in social governance and to promote healthy social development. This report is constituted by 1 introduction and 8 chapters, and deeply analyzes 9 social development issues, which are respectively the overall condition of social governance in China, labor and employment, social security, medical and health, rural governance, web society, ideology and culture, community construction and environmental protection.

In the introduction, the author summarized achievements and problems of social construction, social management and social governance in last 10 years, and analyzed the new social situation and problems of networking development that were faced by current social governance. The author indicated that social construction and social management were mentioned in the same breath in the process of building a harmony society, this was not only because the core mission of social construction was to defuse social conflicts and increase harmonious factors, and in order to accomplish this core mission, it's necessary to reinforce social management, but also the central government put social construction and social management at the same impor-

tant position.

The more than 10-years' social construction and social management did achieved a lot. In those cities that had made remarkable results, the main tasks of social construction and social management were conducted in communities, community construction and community management involves many aspects, in a word, community organizations, community services, community health, community culture, community environment and community security are 6 main duties of community construction and community management. These 6 aspects includes abundant contents, and community managers, municipality, subdistrict offices and civil administration department had paid hard work on them, many social organizations, specialists and scholars in sociology and social work also take part in it. It should be affirmed that these 6 aspects of community work had made remarkable results through the more-than-10-years' practice of social construction and social management.

Gridding social management, which came from elaborately administration of public goods, was thought to be an efficient social management innovation, which had many advantages, to know social conditions and public opinions, maintain security and stability, conduct environment supervision, manage key point of public security, accomplish mass work, find and resolve contradictions, put community correction into practice and emplacement and education. Some scholars and officers even thought it was a revolution to and opened a new realm for social management.

However, after years' promotion and practice, the work form and operational path of gridding social management became more and more explicit to be inconformity with new social situation of rapid web development. Although we can't say that the target of grid management completely ran counter to the development tendency of web society, their direction did disaccord. The web development appears to be transverse extend, but gridding management pursuits superincumbent vertical management. The vertical way and the transverse way will have a cross point, but because of the difference of their direction, the gridding vertical management involves too

small an area of transverse network society.

The large-scale absent communications, mediated experiences, strength of social identity and information power in web society could be seen as flattening of social life on a vaster level, these are the vigorous new social behaviors of the members who disembedded community, and all of these are vaster social spaces which gridding management, who towards a limited physical space, can't cope with, and these vaster spaces are the disembedding spaces which even the most elaborative grid cannot include. Thus, we should explore the efficient path to change grid management to networking social governance, based on the new situation of development and change of the society.

The networking social governance requires an acknowledgement to the establish of a new social formation — network society, which was promoted by network media new technology. We should, based on the new situation of social change caused by network development, take occupational groups into effective range of social governance, rather than limit the social governance on to the emeritus and retired in the community.

Secondly, we should change the social management mode that treats social members as control objects. In order to achieve this goal, we should not only be aware of social members' demands and problems of material lives, but also pay attention to social members' contradictions and problems in the areas of ideology and value belief, and put enlightening and counseling of social mentality or spiritual value into operation through flexible methods, and finally resolve social contradictions efficiently in the connection between information communications in web environment and real-life social interactions.

Third, the social mobilization of the networking social governance will be the broadest and most efficient. The occupational groups, who make up the main body of the net citizens, are the objects of networking governance for their networking social behaviors, but more importantly, they will become, and be worthy of the name of, governing subject of network society. They will carry out the network communication, network evaluation and

network promotion, which touch every corner of social life, through the use of WeChat, Microblog and other internet settings positively.

Chapter 2 is the analysis of new situation and problems of labor employment under the new normal of economic development. The author pointed out that, in a long period of time in the future, our country's employment situation would be faced with the influence of significant changes of 2 factors, one is the new normal that our economy is stepping into, the other is that the labor supply meets gross and structure transformation. These 2 changes, which have broad and profound impacts on demand and supply, would bring new challenges to employment growth, and have broad and profound impacts on development of economy and society at the same time. When we check it in the long run, we'll see that our economic development and labor supply are going to change from the "double high growth" to "double decline". For the impact of this, the employment growth pattern is going to change, which from the one led by expansion of demand and supply to the one that constrained by demand and supply, too. The employment growth should be realized through ways of structural adjustment, quality promotion and strengthening development of stock, rather than only depend on the expansion of gross and increment.

Chapter 3 is the discussion and analysis about social work and social security. In the author's view, social work, social security and social governance are highly relevant and accordant. We should have a clear recognition of this, and give full play of the positive role of social work to social security and social governance at the same time. The author takes 2020, which is planned to be the time we accomplish the task of construction of comprehensive well-off society, as a time node, and makes a comprehensive and systematic analytical research according to the situation and challenges that are faced by, demand analysis of and the targets of the development of social work. The author also took a research deeply into the targets, tasks and strategies, which aimed at the development of social work in China in 2020, from 6 aspects: scale and structure of social work personnel, training system of social work personnel, allotment and employment of social work person-

nel, payment and welfare of social work personnel, construction of social work service institution, infrastructure and platform of social work.

Chapter 4 discusses the issues of innovating public health governance system and establishing health-promoting society. The author pointed out that public health governance system is consisted of public health administration, public health service and medical security, and it is the achievement of social political reform and economic development after the industrial revolution. Through measures of enacting health policy, improving sanitary condition, providing disease prevention and treatment, we can reach the goal of improve national health, reduce diseases, promote positive operation of the society. When it is put together with the idea of social governance, we should make some adjustments in public health governance, this is mainly reflected in the diversification of the governance subjects. When we are emphasizing that the government should do its job to provide good health service and medical security, we should provide necessary room for the society and market at the same time, and let multiple subjects participating into public health affairs, making a due contribution together to improve public health. Meanwhile, we should make some corresponding adjustments on empowerment, approaches and orientation, so that we can stop the traditional practice, which the government undertakes the whole public health things while making it overwhelmed and the result dissatisfactory. So, when we start from the idea of social governance, we should arouse the enthusiasm of more behavioral agents in the medicine and health field in China, such as encouraging physicians' multi-spot practice, encouraging social capital to operate hospital and so on.

Chapter 5 discusses the new situation and trend of rural governance. This chapter summarized new situation that was faced by rural governance in contemporary China and new trend in innovation of rural governance in practice, and discussed how to take a step forward to improve and innovate the system and mechanism of rural governance. In recent years, China's urbanization developed rapidly, a large number of peasant moved into cities to live and work. But there is an obvious imbalance characteristics in the urbaniza-

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tion developmental level, for example, urbanization rate of the eastern region is remarkably higher than central and western region. A large number of rural population swarmed into the eastern coastal region, and finally formed the pattern that it's "undercrowding" of the central and western population and "overcrowding" of the eastern population. This brought many challenges to rural governance in contemporary China. In the face of increasingly complex situation, people are exploring positively the way to innovate rural governance from place to place. A general tendency is that the country, the market and the society, the so-called 3 subject, form a more reasonable sharing and cooperating relationship, so it neither only emphasizes the self-adjusting and self-management of the folk society, nor emphasizes too much the nation's administrative management towards grass-roots society.

Chapter 6 discusses the issue of innovation of social governance under the condition of internet. The author suggested that, in the past a few years, cities, which spread nationwide, conducted social governance a lot, those cities accumulated much experiences, and also achieved a lot. But when we see from the perspective of main domains and objects of urban social governance, it's hardly to say that we fulfilled the central government's expectation. Many documents which came from the central government emphasized that the strategic mission of social governance is to maximize social harmony factors and motivate social vitality to maximum. Urban social harmony factors and vitality exist undoubtedly in main groups of urban society—occupational groups, but these groups are excluded from the range and object of the urban social governance. So, the author propositioned that we should change the popular grid social management to network social governance, and deeply discuss the approaches and ways of network social governance and the standpoint of social governance.

The main contents of chapter 7 is about research of basic state of ideology and culture field and social mentality. This part first discussed milestones in ideology and cultural field and catchwords in 2014, then the authors fully discussed the state of development of cultural affairs and industry in 2014, the authors suggested that there were not only achievements but also prob-

lems to be solved in the ideology and cultural field. Then, the authors, based on data about citizens' social mentality and attitude in 2013 CGSS, described and analyzed the fundamental state of citizens' social mentality in contemporary society, focused on the analysis of sense of social trust, sense of social justice, sense of happiness, sense of social identity, sense of social moral, birth-giving and providing for the aged.

Chapter 8 is about the research of community cultural construction and social governance. The author suggested that national governance, government governance and social governance constitute an integrated system, there was an organic connection between its top level, middle level and basic level. In the practical approach, improvement of system and ability enhancement of national governance, government governance and social governance were inevitably going to face up to challenges from all aspects, and certainly will realize their own progress through continuously promoting self-transformation on the road which twists and turns. The governing actions of different level in this transformation process will finally be reflected on governing terminals of the grass-root society, and embodied on different aspects of governing of community construction, such as economy, politics, culture, society, ecological civilization and so on. The process of marketization and modernity of contemporary China triggered many social problems, and this also highlighted the importance of constructing intercommunity of community, benefit, meaning and order, these things then took a step forward to motivate community governance constantly attempting to innovate.

The theme of chapter 9 is the development and future trend of modern greenism in China. The author suggested that, up to this day, reports that focuses on "environmental issues" and "environmental protection" will often be found on domestic newspapers and journals, TV, the internet and films and television programs, this reminds us that modern environmentalism, whose fundamental claim is to protect the eco-system and nature environment, is spring up magnificently in China, it draws more and more attention on the environmental issue in the ideology and culture field, and cause people rethinking their behavior which conduct a negative impact on the eco-sys-

tem, this will bring important guiding significance to ecological civilization construction and environmental management practice in China. Based on ideology theory in sociology, this chapter tries to discuss modern greenism and its history in China since 1970s, then analyzes its dynamic mechanism and restraining factor in practice in contemporary China.

目　录

[总论]

第一章　努力探寻新形势下的社会治理创新 …… 1

一、从社会建设到网格化管理的利与弊 …… 1

二、网络化变迁对社会治理的挑战 …… 6

三、从网格化管理转向网络化治理 …… 10

[劳动就业]

第二章　积极应对经济新常态下的就业新挑战 …… 14

一、2014 年就业形势分析 …… 15

二、经济新常态下的就业新挑战 …… 19

三、经济新常态下的就业结构性问题 …… 25

四、全面认识和积极应对新挑战 …… 32

[社会保障]

第三章　社会治理创新与社会工作发展 …… 37

一、社会治理创新需要社会工作的参与 …… 38

二、社会工作发展的需求分析 …… 40
三、社会工作发展面临的挑战 …… 45
四、社会工作发展的目标与任务 …… 49

[医疗卫生]
第四章　创新卫生治理体制　建立健康促进型社会 …… 64
一、卫生治理体制的概念 …… 64
二、当前我国卫生治理所面临的新情况 …… 68
三、当前我国卫生治理中存在的几个突出问题 …… 74
四、创新卫生治理的基本方向：建立健康促进型社会 …… 81

[乡村治理]
第五章　当前我国乡村治理的新形势与新趋势 …… 90
一、当前我国乡村治理所面临的新形势 …… 90
二、当前我国乡村治理创新实践的若干新趋势 …… 96
三、未来我国乡村治理创新的关键性问题 …… 107

[网络社会]
第六章　网络化条件下的城市社会治理创新 …… 113
一、社会治理实践与社会治理任务的矛盾 …… 113
二、社区治理边缘化的历史原因和观念基础 …… 116
三、面向职业群体开展社会治理的复杂性 …… 118
四、面向职业群体的社会治理创新 …… 121
五、明确创新社会治理的立足点 …… 123

[思想文化]
第七章　思想文化领域及社会心态的基本状况 …… 127
一、2014 年思想文化领域的重要事件 …… 127
二、社会流行语 …… 129
三、文化事业及文化产业的发展 …… 130
四、当前居民社会心态的基本状况 …… 137

[社区建设]
第八章 社区文化建设与社会治理…… 152
一、社会治理转型中的社区及其文化建设…… 153
二、历史长程视域下的社区文化建设及其新趋势…… 160
三、“回家途中”的传统与当代中国社区文化建设 …… 166
四、传统的回归与基层秩序的重建…… 176

[环境保护]
第九章 中国现代环保主义的发展及其未来走向…… 178
一、作为意识形态的现代环保主义…… 179
二、中国现代环保主义的发展阶段…… 182
三、中国现代环保主义成长的驱动因素…… 186
四、中国现代环保主义实践的趋向与制约…… 192

后记…… 196

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