

Appendix

Appendix A: Research questionnaire.

Title of Research: Rural Digital Model for Upgrade a Rural to an Efficient Digital Society Case study economic of SMEs in Urumqi China.

Objective:

1. To study the components and factors for upgrading a rural tanned efficient digital society.
2. To analyze the components and factors for upgrading a rural tanned efficient digital society.
3. To develop a rural digital model for upgrading a rural tanned efficient digital society.

The questionnaire is divided into 3 parts:

Part 1: General information of respondents

Part 2: The specific situation of communication between the grassroots government and the people in the construction of digital countryside

Part 3: The Factors for Upgrading a rural Rural-Tanned Efficient digital society

Student ID: Name:

Advisor:

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Part 1 General information of respondents

1. Gender :

Man Female

2. Age :

18-30 years old and below 31-50 years old
 51-65 years old 65 years old and above

3. Annual household income:

10,000 to 50,000 yuan 60,000 to 100,000 yuan
 110-150,000 yuan 160,000 yuan and above

4. Education level:
- primary school and below
 - Junior college
 - high school and below
 - Bachelor and above
5. Annual earnings:
- 10,000 to 50,000 yuan
 - 110-150,000 yuan
 - 60,000 to 100,000 yuan
 - 160,000 yuan and above

Part 2: The specific situation of communication between the grassroots government and the people in the construction of digital countryside

6. What is your understanding of local digital village construction?:
- very understand
 - more understand
 - Generally
 - does very understand
 - I do not understand
7. Channels for the local government to promote digital village construction include [multiple choice]:
- Grassroots cadres go into households to publicize and explain;
 - Post relevant policy information on the village bulletin board;
 - Release information on the government's official website, government afWeChatwechat public account, government affairs Weibo, government affairs Douyin account, etc.;
 - Set up information desk, hang banners and other road show activities;
 - Distribute policy advocacy manuals to the public;
 - Other.....;
8. Do you think grassroots governments are fair, just, and open in the specific work of digital village construction?
- Yes, and very well done
 - Yes, but do
 - No, very badly done
 - Yes, relatively well done
 - No, not very well
9. According to the daily performance of the local government in all aspects of digital village construction, your trust in the grass-roots government is as follows:
- Very trust
 - General
 - Very distrust
 - Somewhat trust
 - Do not trust

10. If you encounter difficulties or doubts in the process of using the government digital platform, will you take the initiative to seek advice or express your views to the local government?
- Yes No
11. Will you take the initiative to participate in the autonomy and development of rural public affairs through the Internet?
- Yes No
12. If so, what are the main ways of participation? 【 Maximum 2 items 】 :
- Through WeChat mini-programs or apps and other functions
- Leave messages to local government websites, WeChat public accounts, Weibo, Tiktok, QQ, and other new media platforms
- Other _____;
13. As far as you know, are there any people dissatisfied with the grassroots government or village cadres for the construction of local digital villages?
- Yes No
14. If so, what are the main complaints about [Choose up to 2 items] :
- Interest claims or opinions and suggestions published on the Internet fail to get timely feedback or attention;
- Failure to timely access to important information such as party affairs, village affairs, finance, land through the network information platform, or access to information is very limited;
- Can not fully enjoy online trading, online learning, online medical, agricultural machinery sharing, and other digital convenience services;
- There are certain difficulties in cooperation and communication with the local government or village committee and other organizations
- Other _____;
15. In your opinion, what problems have existed or may exist in the local digital village construction [Select a maximum of 3]?
- Information and digital infrastructure in rural areas is still limited;
- The digital literacy of grassroots government staff, village cadres, or villagers (digital security awareness, computer and mobile phone use ability, digital income increase ability, etc.) is insufficient;
- Grassroots governments fail to make government information public promptly;
- The operation of the rural digital convenience service platform is complicated

Other _____;

16. How do you think the digital village construction carried out by the local grass-roots government has helped you?

It helps a lot General

Help relatively small No help

17. Do you think that the communication between the local grass-roots government and the people meets your actual needs?

Very consistent More consistent

Generally Very inconsistent

18. Your personal and family attitude to participate in the construction of digital countryside is:

Very active actively integrates into the construction of digital countryside and takes the initiative to express interest demands and participate in rural public affairs through digital platforms

More active, cooperate with all the local government's digital village construction policies and regulations

Generally, only willing to cooperate with part of the digital village construction policies and regulations

Less positive, believes that participation in rural governance does not have to be through digital technology

It doesn't matter at all

19. Will grass-roots government staff communicate and give feedback to you through the rural digital platform?

Yes, more than 5 times a week Yes, 3-4 times a week

Yes, 1-2 times a week No, 0 times a week

20. What is your satisfaction with the communication between the local grass-roots government and the people?

Very satisfied Somewhat satisfied

Generally Not very satisfied

Very dissatisfied

21. In general, what do you think is the status of communication between the local grassroots government and the people in the process of digital village construction

Very good Fairly good

Average Relatively poor

Very poor

Part 3: The factors for upgrading a rural tanned efficient digital society. (Give the problem rating that matches your opinion)

Government policy for rural digital						
No	Factor issues	5	4	3	2	1
1	Do you understand the concept of digital village?					
2	Do you know that the state has issued policy documents such as the Outline of the Strategy for the Development of Digital Villages?					
3	How digitalized is rural construction in your area?					
4	How satisfied are you with the network infrastructure (4G, 5G, broadband, etc.) in the local villages?					
5	In your village, has public affairs been handled electronically and online?					
6	WeChat, Alipay payment frequency is? What is the frequency of use of digital financial products such as Yu 'e Bao?					
7	Other.....					
Government policy for the economy of SME						
No	Factor issues	5	4	3	2	1
1	The state has issued a policy to reduce the tax burden of small and medium-sized enterprises. Do you feel that the policy will help enterprises?					
2	Has your business received any policy support in recent years?					
3	Does the heavy tax burden of the former small and medium-sized enterprises affect the survival and development of enterprises?					
4	Special incentives to support the development of new rural industries and new forms of business and industrial integration?					
5	Optimize the service process for rural private enterprises.					
6	Other.....					

Skill of population in rural						
No	Factor issues	5	4	3	2	1
1	Rural talent support policy strength?					
2	Rural Enterprise Incentive Talent Policy					
3	Support for innovation and entrepreneurship of returning college students?					
4	When your child graduates, would you like him/her to go back to work in the countryside?					
5	Do you think that skills training can help enhance the competitiveness of employment?					
6	Other.....					
Education of the population in rural						
No	Factor issues	5	4	3	2	1
1	Overall satisfaction with your child's school's infrastructure, quality of teachers, safety, and educational management?					
2	Do you know the current national policy on rural compulsory education?					
3	Is there a gap in the development of compulsory education among different districts within the jurisdiction?					
4	Do you think the local government pays much attention to improving the quality of rural education?					
5	Do you think the school's culture and atmosphere are conducive to students' learning					
6	How often does your school arrange for teachers to go out for further study, training, and learning					
7	How often do you participate in teaching and research?					
8	Other.....					
The rural SME economy						
No	Factor issues	5	4	3	2	1
1	The prospect of the current economic and social development of digital countryside					

2	Social service system for small and medium-sized enterprises in rural areas to create an excellent environment for entrepreneurship and development					
3	The pulling effect of industrial chain leading enterprises in the process of digital empowerment					
4	The core of the transformation from old to new growth drivers is to enhance enterprises' capacity for self-transformation and self-innovation					
5	Do you think the advantages or disadvantages of vigorously developing small and medium-sized enterprises in rural areas outweigh the disadvantages?					
6	If you are an investor, will you choose to invest in rural SMEs?					
7	Other.....					
Rural digital technology						
No	Factor issues	5	4	3	2	1
1	Do you know anything about rural digital construction?					
2	How complete do you think the village's network infrastructure (network coverage, signal reception, big data platform, etc.) is?					
3	Revenue improvement from digital development (e.g., e-commerce)					
4	Access to agricultural production-related information via the Internet (e.g., weather changes, pests, and diseases).					
5	Digital development to improve productivity					
6	"Digital + industry" implemented in rural areas (such as tourism agriculture, rural smart tourism, etc.)					
7	In general, do you think the current digital construction of the village is in place?					
8	Other.....					

Thank you for answering the survey.

Bibliography

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