Analysis of the Impact of Government Governance and Law on the Conceptualization, Creation and Structure of Digital Music from the Perspective of Local Self-Government

DAWEI TAN & INLONG FONG

Abstract In order to explore the role of local autonomy effect in the conceptualization, creation and structural perfection of digital music, the constraints of policies and laws on the conceptualization, creation and structure of digital music are analyzed. From the perspective of public management, this paper proposes three hypotheses. The role of local laws, regulations and local interventionist policies in promoting the concept and development of digital music, the acceptance and feedback of the conceptualization and creation of digital music by the public, the support of legal improvement, and the optimization of local governance structure. The results show that local autonomy is a prerequisite for the conceptualization, creation and structure improvement of digital music, and policies, laws and regulations have a positive effect on the effect of local autonomy. Therefore, local autonomy has a positive impact on the conceptualization, creation and structural perfection of digital music. Local policy governments should adopt intervention policies to strengthen the management and governance of digital music and restrain them through laws to lay the foundation for local governance and promote the effectiveness of local governance.

Keywords: • local autonomy • laws • regulations • local policies • digital music

CORRESPONDENCE ADDRESS: Dawei Tan, Associate Professor, Taiyuan Normal University, Department of Music, No. 319 University Street, Jinzhong, 030619, Shanxi Province, China, email: 13509712345@163.com. Inlong Fong, Assistant Researcher, University of Macau, Research Institute Center for Constitutional and Basic Law Studies, Avenida da Universidade, Macau, China, email: ivan5v11ivan107@hotmail.com (corresponding author).

1   Introduction

1.1   Background

As a form of rule of law practice, local autonomy includes both local rule of law governance within a single administrative division and integrated and cooperative rule of law governance across administrative divisions. It corresponds to the traditional centralized rule of law and is the concrete practice of the rule of law at the local level. However, from the perspectives of local autonomy and rational constructivism, local autonomy faces theoretical and practical dilemmas such as fragmentation, the power source of the rule of law, and the cooperation of the rule of law across administrative divisions. Therefore, it is necessary to base on the rule of law prescriptiveness of local autonomy governance in the new era, and correctly treat the objective existence and practical needs of local autonomy. From the perspective of local autonomy, the improvement of the local governance system and the improvement of governance capacity are the basis for the modernization of the governance system and governance capacity. On the premise of following the spirit of good law and good governance and ensuring the unity of the legal system, local regulations can be adapted to local conditions, time and situation, to solve the institutional gaps and practical needs of local governance, and to meet the local system supply requirements of local economic and social development (Alekseenko, 2021). Digital music is cyber rights that exist in digital form (Ammar, Maier, Catchings, Nassereddine, & Dadi, 2023), which is a new way of creating value that can support local governance and promote the optimization of local governance structures. Local governments can enter this emerging field through policy guidance by purchasing, holding and trading digital music, optimizing the social governance structure and providing a foundation for later social governance. At the same time, in local autonomy, digital music can also be used to achieve more efficient legal management and achieve more perfect legal governance effects. In order to better realize the transformation of the effect of local autonomy, we can explore the conceptualization, creation and structural perfection of digital music, and find better ways to strengthen relevant local autonomy.

1.2   Implications of the study

In the practice of social governance, by exploring the conceptualization, creation and perfection of digital music, the impact on the effect of local rule of law governance is not only of great practical significance in public management but also in relevant regulations and legal practice (Attencia & Mattos, 2022). The results of existing studies show that strengthening the conceptualization, creation and structural improvement of digital music is of positive significance to the governance effect of local rule of law, so local governments can provide local rule

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of law governance improvement based on digital asset management by formulating corresponding policies and relevant laws, and then improve the governance effect of local governments (Attencia & Mattos, 2022). From the perspective of legal and regulatory theory, this study fills the research gap in the field of digital music and local autonomy, and improves the corresponding laws and regulations in these two fields (Azizah, 2023). This research, not only provides a new research perspective and research direction for social governance but also provides a driving force for future related research by combining the field of digital music and the field of local governance. At the same time, the study also provides theoretical support for relevant policymakers and practitioners to address the challenges of digital asset management and local autonomy (Bozdoganoglu, 2023).

1.3   Purpose of the study

The local legal system is a form of rule of law practice corresponding to the traditional centralized rule of law, which provides a guarantee for social governance. From the perspective of local autonomy and rational constructivism, the local legal system faces problems such as fragmentation, the source of power for the rule of law, and the cooperation of the rule of law across administrative divisions. From the current practice, it can be found that there have been deficiencies in the effect of local autonomy, and the improvement of local governance system and governance capacity is the basis of modernization. Digital music is a new way to intervene in relevant local autonomy, but there is still a lack of relevant research on what effect this method can achieve in governance, so the effect of social governance is not good. Therefore, the purpose of this paper is to explore the effect of digital music in local governance through the study of the impact of the conceptualization, creation and structural perfection of digital music on the effect of local autonomy, and then hope that by strengthening the operability of digital music, the effect of local rule of law governance can be better realized and relevant laws and regulations can be improved.

2   Literature review

2.1   Digital music and local self government

In the process of local governance, digital music refers to an asset that exists in digital form on the Internet, which does not have a physical form but exists in the form of electronic data. Digital music includes cryptocurrencies, digital securities, virtual goods, digital artworks, etc. (Browning et al., 2022), which facilitates the government's management of local assets. Cryptocurrency is a digital currency generated based on cryptography technology, which is a type of digital asset and a digital foundation for government social governance (Budak & Yilmaz, 2022).

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The most well-known cryptocurrency is Bitcoin, other common cryptocurrencies include Ethereum, Litecoin, Ripple, etc., digital currencies can help local governments understand user information and better manage users' funds and analyze funds. In the summary of the local governance process, cryptocurrencies use blockchain technology to achieve decentralized transactions and asset management, with the characteristics of decentralization, anonymity, and security, simplifying the governance structure of the government (Chen, 2022). Local government policies can enable the digitization of securities, which are securities issued and traded in digital form, which use blockchain or other distributed ledger technologies to record ownership and transaction information, digital securities include various securities that exist in traditional financial markets such as stocks, bonds, and derivatives, so they can be better managed and stabilize local economies (Derun & Mysaka, 2022). In the process of conducting virtual transactions, local policies can better guide virtual trade, where virtual goods refer to goods that exist in digital form in the online environment, such as virtual currency, virtual props, virtual real estate, etc., and virtual goods are usually used for trading and use in virtual worlds such as online games and virtual social platforms (Dietz & Pernul, 2020) to digitize local governance. In the whole process of local governance, laws and regulations can promote the good development of digital artworks, which are works of art created and existing in digital form, which ensure the traceability and provability of copyright and ownership through blockchain technology, including digital paintings, digital sculptures, virtual reality art and other forms. The advent of digital music has made it easier for governments to conduct more convenient and decentralized transactions and asset management on the Internet, but it has also brought problems such as security and regulation, which can be compensated for by social oversight and local regulations (Dugarte-Peña, Sánchez-Segura, Medina-Domínguez, de Amescua, & González, 2022). For example, in terms of financial inclusion and the removal of geographical restrictions, the characteristics of digital music allow any individual with an internet connection to participate in the governance process, which helps to promote financial inclusion and make geographical restrictions no longer an obstacle to participation in governance (Fairfield, 2022). The government can participate in the global governance network through digital music, provide wider participation and feedback for the local legal system, realize the dual role of government supervision and social supervision, and establish a good social governance environment. It should be noted that digital music, as a technical tool, cannot directly solve all the problems of local autonomy, but can provide support for social governance, so in other words, there is an interdependent relationship between development and local governance. The success of governance also depends on a combination of social, political and economic factors. Digital music can provide some technical support and improvement for local autonomy, but they are not a panacea solution in itself,

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and there is an inevitable relationship between the effect of social governance and the overall situation of social governance.

2.2 Externality regulatory theory and social governance

Externality is a concept in economics that refers to the non-market effects of the actions of an independent agent on other subjects. In the process of monetization governance, the implementation of local policies is closely related to the external governance environment, and the supervision of external governance, such as social supervision, government supervision and departmental supervision, can promote the development of social governance level and change a thing in a benign direction, so in the process of digitalization, the externalities of interaction between external supervision and digital supervision can be positive externalities or negative externalities, depending on whether this impact is beneficial or harmful to other subjects. When exploring the impact of the conceptualization, creation and structural perfection of digital music on the effect of local autonomy, the concept of externality theory will be introduced to divide the influencing factors. Supervision and social governance complement each other, and the two promote each other and form an integrated relationship, and government policies, laws and regulations are all specific measures for external supervision.

For example, in the impact of the conceptualization, creation and structural improvement of digital music on the effect of local autonomy, if digital music contributes to the improvement of the effect of local autonomy and thus improves the governance effect, then this will have a positive impact on those local governments that use digital music for local autonomy, which is a positive externality. On the other hand, if the conceptualization, creation and structural improvement of digital music will have a negative impact on local governance in the impact of the relevant local autonomy effect, it is a negative externality. Therefore, the optimization of laws and regulations, social supervision and structure are the key contents of social governance, and they are the main direction of external supervision, which helps to promote the optimization of digital music and standardize their development direction.

In practical research, through the introduction of externality theory, the collection and analysis of these factors by means of questionnaire survey and statistical data analysis, we can more comprehensively understand the impact of digital asset conceptualization, creation and structural improvement on the effect of relevant local autonomy.

2.3 Research hypothesis

Based on the theory of externalities, the corresponding hypothesis is proposed:

Hypothesis 1: Local laws, regulations, and intervention policies have an impact on the concept of digital music and the development of digital music.

Hypothesis 2: Social supervision has a feedback effect on the conceptualization, creation and structural perfection of digital music, and social supervision has a feedback effect on the implementation of local policies and the improvement of laws.

Hypothesis 3: Laws and regulations are the constraints of the conceptualization of digital music, which can regulate the construction of digital music, and the role and degree of influence on the negative side of social governance, the improvement of laws and regulations.

3   Methodology

3.1   Variable selection

A questionnaire was used to quantify the effect on a scale of 1-5 (1 being very non-impactful and 5 being very influential). A total of 240 questionnaires were screened through the web-based questionnaire software (Farooqui, Sharma & Gupta, 2022). The dependent variable is the impact of the conceptualization, creation and structural perfection of digital music on the effect of local autonomy, with 1 representing no impact and 5 representing very influential. In this study, we pay attention to the factors that affect the conceptualization, creation and structural perfection of digital music on the effect of local autonomy, and gain an in-depth understanding of the potential impact of these factors on the effect by considering multiple independent variables. Independent variables include digital asset conceptualization, government intervention, and improvement of laws and regulations. Among them, the conceptualization of digital music includes the intervention policies and legal and regulatory guarantees for digital music. Government intervention includes government propaganda and policy guidance, government role positioning, and constraints on the development of digital music. The improvement of laws and regulations includes the improvement of laws and regulations on digital music, the creation of a digital asset environment, and the promotion of social governance structures by laws. By considering the factors of the above three categories, it will be possible to comprehensively and deeply understand the impact of different factors on the conceptualization, creation and structural perfection of digital music on the impact of relevant local autonomy. After selecting the variables, according to the externality theory, the expected estimation of the influence direction of the variables is obtained, and the following Table 1 is obtained.

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Table 1: Externalities affect the direction of expectations

First-order variable	Secondary variable	Variable description	Externality impact direction expectation
	Influence effect	1-5 point assignment	/
Government level	Local Disputes Intervention Policies for Digital music (X1)	1-5 point assignment	+
	Local government guidance, improvement of laws and regulations (X2)	1-5 point assignment	+
Social supervision intervention	Evaluation of the Implementation of government Propaganda and Policy Guidance (X3)	1-5 point assignment	+
	Correct the role positioning of the government and provide feedback (X4)	1-5 point assignment	+
	Propose binding standards for the development of digital music and promote local government implementation (X5)	1-5 point assignment	+
Protection by laws and regulations	Improve laws and regulations on digital music (X6)	1-5 point assignment	+
	Increase the legal creation of the digital asset environment (X7)	1-5 point assignment	+
	Promotion of Social Governance Structure by Law (X8)	1-5 point assignment	+

Source: Edited by author.

3.2 Research models

Due to the progressive relationship between the level of influence effect, that is, with the increase of the level of local governance, the influence of the conceptualization, creation and structural perfection of digital music on the effect of relevant local autonomy shows a trend of gradual increase. Considering this orderly impact effect data structure, the local banner should put forward corrective methods and strategies in terms of the conceptualization, creation and structural perfection of digital music, and when analyzing the impact effect of local autonomy, the ordered multivariate Logit model was selected to more accurately depict the relationship between the impact level of local autonomy effect and various influencing factors. Through the ordered multivariate Logit model, we can effectively explain the role of different independent variables at different levels of influence effect, and further gain insight into the driving factors of the conceptualization, creation and structural perfection of digital music on the impact effect of relevant local autonomy. In the ordered multivariate Logit model, it can be assumed that the impact on the effect of the conceptualization, creation and

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structural perfection of the *ith* digital asset on the effect of local autonomy is an ordered discrete variable. The formula is as follows: Y_i.

$$P(Y_i = j/x) = \frac{1}{1+\exp\ [-(\alpha_j + \beta_x)]} \tag{1}$$

In the formula, the influence effect of the conceptualization, creation and structural perfection of the *ith* digital asset is the intercept, and X is the multiple explanatory variables. β is a parameter of the model, indicating the effect of the corresponding explanatory variable on the effect. $Y_i \alpha jJ = 1,2,3,4,5$ indicates the number of levels that affect the effect, $j = 1$ means very no effect, $j = 2$ means no effect, $j = 3$ means average impact, $j = 4$ means relatively impactful, and $j = 5$ means very impactful. The cumulative probability function of the ordinal multivariate Logit model is:

$$P(Y_i \leq j) = \frac{\exp\left(\alpha_j - \beta_1 X_{1i} - \beta_2 X_{2i} - \ldots - \beta_p X_{pi}\right)}{1+\sum_{k=1}^{j-1} \exp\ \left(\alpha_k - \beta_1 X_{1i} - \beta_2 X_{2i} - \ldots - \beta_p X_{pi}\right)} \tag{2}$$

3.3   Descriptive statistics

Table 2 below shows the descriptive statistics of the variables corresponding to the conceptualization, creation and structural improvement of digital music that affect the effect of local autonomy.

Table 2:   Descriptive statistics

Variable	Maximum	Minimum	Range	Average value
X1	5	1	4	3.623
X2	5	2	3	4.464
X3	5	2	3	4.535
X4	5	1	4	3.767
X5	5	3	2	3.896
X6	5	2	3	4.638
X7	5	1	4	3.754
X8	5	2	3	4.129

Source: Edited by author.

In the descriptive statistics in Table 2, according to the analysis of mean and range, the composition of digital music, the types of digital asset creation, the composition structure of digital music and the sustainable development of digital music have a strong positive impact on the effect of local autonomy in the process of local government constraints, and the degree of local autonomy is improved. The definition of digital music, the number of types of digital asset creations, and

the effect of the legal governance of digital asset supervision also have a certain positive impact, while the impact on the quality of digital asset creation is relatively limited (Laucelli et al., 2023). These results show that different aspects of digital music have different degrees of impact on the governance effect in the relevant local autonomy, and the direction of local autonomy is specified. To further understand these relationships, more in-depth data analysis and statistical modeling are required.

4 Regression analysis results

4.1 Reliability and validity analysis

4.1.1 Reliability analysis

Cronbach's Alpha is a statistical method commonly used to measure internal consistency or reliability, often applied to the analysis of questionnaires or tests. Here, given a Cronbach's alpha value of 0.904, the corresponding number of terms is 9. Cronbach's Alpha is a statistical metric between 0 and 1 that measures the consistency between items within a measurement tool. Generally speaking, an alpha value of more than 0.7 is considered to have good internal consistency. In Table 3 below, Cronbach's Alpha has a value of 0.904, close to 1, indicating a relatively high internal consistency of the measurement tool.

Table 3 Reliability Analysis

Cronbach's Alpha	Number of items
0.904	9

Source: Edited by author.

4.1.2 Validity analysis

The KMO Sampling Appropriateness measure the appropriateness of the data, i.e., whether the data is suitable for factor analysis. The value of KMO is between 0 and 1, and the closer to 1 is the more suitable the data is for factor analysis. The KMO value of the data in Table 4 is 0.891, which indicates that the data is well relevant and can be analyzed using multiple regression.

Table 4 Validity analysis

KMO Sampling Suitability Quantity		0.891
Bartlett's sphericity test	Approximate chi-square	356.600
/	Degree of freedom	19
/	Salience	<0.001

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Source: Edited by author.

The Bartlett sphericity test is used to test whether the observed correlation matrix is an identity matrix, i.e., whether there is a correlation between the variables. In the data in Table 4 below, the approximate chi-square statistic is 356.600, the degree of freedom is 19, and the significance level is <0.001. This means that there is a significant difference between the observed correlation matrix and the identity matrix, which supports an influencing factor analysis.

4.2   Regression analysis

Table 5 below shows the ordinal multivariate Logit analysis with the influence of digital asset conceptualization, creation, and structural perfection on the effect of local autonomy as the dependent variable, and variables X1 to X8 as the independent variables.

Table 5   Regression analysis

Variable	Model coefficient	Standard error	$P > |z|$
Local disputes intervention policies for digital music (X1)	4.363	1.700	0.001
Local government guidance, improvement of laws and regulations (X2)	3.141	1.144	0.008
Evaluation of the implementation of government propaganda and policy guidance (X3)	4.241	2.488	0.000
Correct the role positioning of the government and provide feedback (X4)	2.574	1.456	0.006
Propose binding standards for the development of digital music and promote local government implementation (X5)	3.369	1.570	0.006
Improve laws and regulations on digital music (X6)	5.239	2.538	0.004
Increase the legal creation of the digital asset environment (X7)	2.104	1.718	0.047
Promotion of social governance structure by law (X8)	1.440	1.384	0.024

Source: Edited by author.

According to the size of the model coefficients in the table, it can be seen that the intervention policy for digital music (X1), government publicity and policy guidance (X3), and the improvement of laws and regulations on digital music (X6) have a great positive impact on the effect of local autonomy, that is, increasing these factors will improve the governance effect. The protection of laws and regulations (X2), the role positioning of the government (X4), and the constraint standards for the development of digital music (X5) also have a positive impact on the governance effect, but the impact is small. In addition, the creation of the digital asset environment (X7) and the promotion of the social governance structure by law (X8) have a weak impact on the governance effect. In addition, from the significance of the P value, it can be seen that all independent variables

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are less than 0.05, and all of them show significance. Therefore, the definition, composition, types of creations, quantity of creative types, quality of creations, composition structure, supervision, and sustainable development of digital music have a significant positive impact on the effect of local autonomy (Lee, John, Hsu, & Hsiung, 2022). These findings show that the effect of local autonomy can be effectively improved by strengthening the conceptualization of digital music, improving the creation and structure, improving the quality of creation, strengthening supervision, and promoting the sustainable development of digital music.

4.3 Discussion of regression analysis results

Through the analysis of 240 questionnaires and multiple Logit regression analyses, the following conclusions can be drawn:

> Hypothesis 1 and hypothesis 2 are verified, that is, local laws, regulations and intervention policies have an impact on the concept and development of digital music, and the conceptualization, creation and structural perfection of digital music provide support for local governance and legal improvement, and optimize the governance structure (Lee, Jiang & Wen, 2024). In terms of specific variables, the definition of digital music, the types of digital asset creation, and the composition structure of digital music have a greater positive impact on the governance effect, while other variables have a relatively small impact, which also indicates that strengthening the conceptualization of digital music and improving the creation and structure of digital music can improve the effect of relevant local autonomy (Lai et al., 2023).

In addition, if hypothesis 3 is negative, the conceptualization, creation and structural perfection of digital music have no negative impact on the effect of local autonomy. Even though the composition of digital music, the number of types and the quality of digital asset creations have little impact on the governance effect, they are still positive and have no negative impact (Isaksen, Trippl, Kyllingstad, & Rypestol, 2021).

5 Conclusions and discussions

5.1 Discussion

From the analysis of local autonomy, it can be seen that the conceptualization, creation, and structural perfection of digital music are beneficial for the effectiveness of government intervention (Eremin & Ovchinnikov, 2023). In order for the government to further learn from the conceptualization, creation and structural perfection of digital music, the way to strengthen local autonomy may

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be from the following points. First, digital music should be clearly defined by policies and regulations for local governance conditions (Fan & Dai, 2023). Digital music refers to economic values that exist in digital form, such as cryptocurrencies, digital securities, etc. A clear definition of digital music can provide local governments with an accurate understanding of their management and governance, avoid confusion with other forms of assets, and provide a favourable environment for local autonomy (Garmaev, Miny, Kleinert, Schuller, & Bitterlich, 2023). Second, in the process of local autonomy, the government should play an important role in creating a good governance environment, improving corresponding policies and relevant laws and regulations, and then protecting the rights and interests of digital music. Although digital music is a kind of virtual data, its value and rights and interests also need to be protected by the government, and only by being managed and protected by the government can digital music be prevented from being infringed and damaged by illegal acts (Klinge, Hendrikse, Fernandez, & Adriaans, 2023), and by creating a good management environment, the government can help digital music achieve a safe storage and trading environment (Goodell, Al-Nakib, & Tasca, 2023), to promote the flow of digital music, and then achieve benign management, and in this way, promote the effect of local rule of law governance, promote the construction of local laws and regulations, avoid digital crimes, and regulate digital behaviour (Götz, Karlsson & Yitmen, 2022). In addition, in the process of local self-government, the government should also clarify its responsibilities and ensure that it is in the right position in the conceptualization, creation, and structural perfection of digital music (Gurinovich, Lapina, Tolstopyatenko, & Patrikeev, 2022). The construction of digital music needs the guidance of the government, and the management of digital music needs to be regulated by government laws and regulations, and the circulation and trading of digital music also need to be supervised by the government. In these three points, it can be seen that when digital music flows into society, the government should not only play the role of a guide (Kenett & Bortman, 2022), but also play the role of a manager and supervisor (Janpitak, Lilakiatsakun & Sathitwiriyawong, 2020). Only when the government has a clear understanding of its own role positioning, and realizes the corresponding role correspondence according to its positioning, can it play its role in the management of digital music, so that the circulation of digital music follows the principles and requirements of compliance, and will not bring turmoil to the management of society, but will strengthen the effect of relevant local rule of law governance (Jackson & Luu, 2023).

5.2   Conclusions and future prospects

5.2.1   Conclusions and recommendations

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Through the analysis of local autonomy policies, the following conclusions can be obtained: firstly, local laws, regulations and strategic policies have a corresponding impact on the concept of digital music and the development of digital music, and promote the improvement of the level of local autonomy, and secondly, the conceptualization and structural perfection of digital music, which provide support for the improvement of local governance laws and can optimize the relevant local governance structure. In addition, the research results also show that the conceptualization of digital music and the perfection of the structure have different tendencies on the effect of local rule of law governance, and in addition to the degree of local autonomy, the improvement of laws and regulations and the creation of a friendly environment of corresponding digital music can strengthen this governance impact and achieve a better governance environment, and this differentiated existence of the effect of relevant local rule of law governance means that the governance effect of relevant local rule of law can be improved by strengthening the conceptualization and improvement of the creation and structure of digital music. Finally, the conceptualization, creation and structural perfection of digital music have no negative impact on the relevant local autonomy effect, even if the composition of digital music, the number of types and the quality of digital asset creation have little impact on the governance effect, they are still positive and have no negative impact, providing a good development environment for local autonomy.

5.2.2   Future prospects

The study had some shortcomings, the first of which was the relatively small sample size of the study, which included only 240 questionnaires for analysis. Secondly, there is a lack of more methods in the selection of methods, and the multivariate Logit regression analysis is used in the study, but the addition of more statistical methods and models can be used to evaluate the impact of digital music more comprehensively on the effect of local autonomy, provide more perspectives and verify the reliability of the research results. Finally, in the selection of variables, although the conceptualization, creation and structural perfection of digital music are the main variables, some other factors and variables have an impact on the effect of local autonomy. Future research needs to consider including more relevant variables to provide a more comprehensive analysis.

Future research can further refine and deepen the understanding of the relationship between digital music and the effects of local autonomy by expanding the sample size, employing multiple research methods, considering more variables, and conducting comparative studies. This in turn provides more comprehensive and reliable research results and provides more targeted recommendations for the practice and policy-making of digital music for local self-government.

Acknowledgement:

Notes:

[1] Task system includes different projects with a detailed list of the projects' competition instructions and evaluations.

[2] Data source: 2021 China Statistical Yearbook. http://www.stats.gov.cn/sj/ndsj/2021/indexch.htm

[3] The positive effect of promotion incentives on economic development is supported by evidence at the prefectural and provincial levels (Li Shu et al., 2017; Wang Xianbin et al., 2010). However, some studies question the incentive model directly linked to political promotion and economic indicators. Using data from 16 sub-provincial cities from 1982-2011, Mei Zhiqi (2018) and others found that "the relationship between mayor's economic performance and promotion in 1982-2011 showed no significant positive correlation, To a significant positive correlation, To a less significant negative correlation trend."

[4] Source: the National Civilized City Evaluation System. https://baijiahao.baidu.com/s?id=170098920757121123 7 &wfr=spider&for=pc

[5] Establishing a National Civilized City in China has gradually developed into the mass activities of building the country's spiritual civilization since the 1980s. Since 1995, the Party Central Committee has advocated civilized cities, civilized villages and towns, and civilized industries, which are known as the three "mass spiritual civilization building activities". Generally speaking, the central government promotes this type of activities, which is characterized by high authoritative support and competition at the same level. The winner of the activities can obtain financial support and increase political capital.

[6] For example, the member units of the establishment of the civilized city headquarters are composed of the strip departments in the horizontal dimension; in the vertical dimension, not only the city level has established the establishment of the civilized city headquarters, but also the county level has set up the creation headquarters.

[7] Urban traffic order occupies an important weight in the process of establishing a National Civilized City, and the field evaluation of "pedestrians and their vehicles abide by traffic rules" is mostly anonymous in the form of mysterious identity play, squat observation and so on, which makes it difficult for local governments to carry out coping strategies. This also avoids speculative behavior in the process of establishing National Civilized Cities to some extent, thus highlighting the important component of establishing National Civilized Cities.

[8] WeChat is considered as Chinese version of WhatsApp in China which almost all Chinese use in everyday life.

[9] Weibo is considered as Chinese version of Facebook in China which around half of Chinese use every day.

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