

生态产品价值实现政策的文本挖掘与量化评价

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摘要: 对现有生态产品价值实现政策进行文本挖掘和量化评价, 可为后续政策设计、调整、完善、更新提供决策建议。研究利用社会网络分析和关键词聚类等方法对 2010-2024 年间发布的 1367 项生态产品价值实现的政策进行文本挖掘, 明确政策发布主体间的府际关系、现行政策的总体效力强度以及政策文本内容的共性特点, 基于 PMC 指数模型构建了包括 9 个一级变量和 42 个二级变量的生态产品价值实现政策评价指标体系, 并以 12 项典型政策作为量化评价样本。结果表明: (1) 整体关系网络中, 国家级政策发布主体以中国人民银行、国家市场监督管理总局、财政部、自然资源部等部门为核心, 省级政策以本级人民政府和林业和草原部门为核心, 地市级政策以本级林业和草原部门以及自然资源部门为核心。其中省级政策的府际关系最为密切。(2) 不同层级的政策文件的发布类型均以工作文件为主, 政策效力强度具有明显的阶段性特征, 其中省级的平均政策效力强度最大, 县级最低。(3) 现行的有关政策共同反映出生态产品价值实现与生态建设、环境保护、资源利用、产业发展、机制体系建设等方面密切关联, 涉及绿色高质量发展、激励约束和价值实现、生态产品生产供给和保障、水生态环境问题、国土空间优化问题、实现形式等内容。从选取的 12 项政策样本来看, 现行的生态产品价值实现政策基本满足了适用性要求, 但仍然存在较大的改进余地, 整体 PMC 指数均值为 5.73, 平均等级为“可接受”。不同层级和不同区域的政策样本评价等级存在异质性, 整体上表现为: 地市级>国家级>县级>省级, 东部>中部>西部。我国生态产品价值实现政策在政策重点、激励方式、政策结构和作用指向表现较好, 需要在专项领域、政策目标、政策性质等方面加以补充完善。

Text Mining and Quantitative Evaluation of Ecological Product Value Realization Policies

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Abstract: Text mining and quantitative evaluation of existing policies on ecological product value realization can provide decision-making suggestions for subsequent policy design, adjustment, improvement and updating. This study utilizes social network analysis and keyword clustering to conduct text mining on 1,367 policies on the realization of ecological product value issued between 2010 and 2024, clarifies the inter-governmental relations among the policy issuing bodies, the overall effectiveness strength of the existing policies, and the common characteristics of the policy texts, and constructs an evaluation index system for ecological product value realization policies based on the PMC index model, which consists of 9 first-level and 42 second-level variables, and takes 12 typical policies as the quantitative evaluation samples. Based on the PMC index model, we constructed an evaluation index system of ecological product value realization policies, including 9 first-level variables and 42 second-level

variables, and used 12 typical policies as quantitative evaluation samples. The results show that: (1) In the overall relationship network, national-level policy issuers are centered on the People's Bank of China, the State Administration for Market Supervision and Regulation, the Ministry of Finance, and the Ministry of Natural Resources; provincial-level policies are centered on the people's governments and forestry and grassland departments at their own levels; and prefecture and municipal policies are centered on the forestry and grassland departments and natural resources departments at their own levels. Among them, provincial policies have the closest inter-governmental relationship. (2) The types of policy documents issued at different levels are all based on working documents, and the intensity of policy effectiveness is characterized by obvious stages, with the provincial level having the highest average intensity of policy effectiveness and the county level the lowest. (3) The existing relevant policies collectively reflect that the realization of ecological product value is closely related to ecological construction, environmental protection, resource utilization, industrial development, and mechanism and system construction, and involves green and high-quality development, incentives and constraints and value realization, ecological product production, supply and guarantee, water ecology and environment issues, territorial space optimization, and forms of realization. From the 12 policy samples selected, the existing policies for realizing the value of ecological products basically meet the requirements for applicability, but there is still much room for improvement, with an overall PMC index mean value of 5.73 and an average rating of "acceptable". There is heterogeneity in the evaluation grades of the policy samples at different levels and in different regions, with the overall performance as follows: prefecture and municipal level > national level > county level > provincial level, and East > Central > West. China's policy on realizing the value of ecological products performs well in terms of policy focus, incentive approach, policy structure and role direction, and needs to be supplemented and improved in terms of special areas, policy objectives and policy nature.