Study on the impact of urban social security development in the era of digital economy

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Abstract: The era of digital economy refers to the period of the rise and development of the economic form based on digital technology. In this era, the rapid development and application of information and communication technology has brought revolutionary changes to all walks of life. At the same time, urban social security is becoming more and more important as a kind of social policy. The rise of the digital economy era has had a profound impact on the development of urban social security. For urban social security, the digital economy has brought both opportunities and challenges. This study aims to fully understand the impact of the digital economy on urban social security so that policy makers, social scientists and municipal managers can better address this challenge.

Key words: digital economy; City; Social Security

I. The impact of digital economy on urban social security

1. The concept and development trend of digital economy

In the wave of digital economy, we have witnessed the rise of a new economic model based on digital technology. The digital economy has made use of emerging technologies such as the Internet, big data and artificial intelligence to upgrade the industrial structure and achieve economic development. In this era, data has become an important factor of production, and the application of digital technology has also promoted the informationization and intelligence of society. The development of digital economy is showing a series of eye-catching trends. First, mobility has become a ubiquitous phenomenon. The popularity of mobile Internet and smart phones enables people to exchange information and conduct business activities at any time and any place, which has completely changed people's lifestyle and consumption habits. Secondly, the rapid development of big data technology enables massive data to be collected, analyzed and applied, providing strong data support for economic development. Through in-depth analysis of big data, enterprises and governments can more accurately understand the market demand and consumer behavior, so as to adjust the strategy of products and services. The application of artificial intelligence is promoting the development of the digital economy and meeting people's needs in a more intelligent way.

2. Challenges of the digital economy to urban social security

The rapid development of the digital economy has brought a series of challenges to urban social security. First, the rise of the digital economy has led to fewer job opportunities in traditional industries, making urban residents face greater employment pressure. Since the digital economy is mainly concentrated in high-skilled and high-paying fields, those who lack relevant skills may face employment difficulties. In addition, the development of the digital economy has changed traditional employment patterns and labor relations, and the social security system needs to be reformed and adjusted accordingly to adapt to this new situation. For example, how to provide social security for newly emerging online platform workers and freelancers has become an urgent issue to be solved. In addition, the booming digital economy has also brought challenges in data security and privacy protection. With a large amount of personal and corporate information being collected and applied, how to protect the security of such data and personal privacy has become an important task. The development of the digital economy is accompanied by the collection, processing and sharing of user data. Therefore, more stringent data protection regulations and privacy policies must be formulated to ensure data security and privacy protection.

3. Opportunities for urban social security arising from the digital economy

The digital economy has brought vast opportunities for urban social security. First of all, the development of digital economy has promoted the emergence of innovative social security models. With the help of big data and artificial intelligence technology, more accurate risk assessment and personalized social security programs can be carried out to meet the different needs of different residents. Through data analysis, residents' needs and risk status can be better understood and more effective social security measures can be provided. Secondly, the rapid development of the digital economy has provided more job opportunities for city residents. Development in areas such as the Internet, software development and new media has created job opportunities for a wider group of people, easing the employment pressure of city residents. The growing demand for professional skills, especially in areas such as digital technology, data analytics and artificial intelligence, has provided residents with opportunities to expand their career development. In addition, the technological application of the digital economy can improve the efficiency and transparency of social security. Through the support of digital technology, the social security system can achieve more efficient operation and management, and greatly reduce information asymmetry and abuse. For example, digital data collection and processing can reduce cumbersome procedures and paper documents, and improve the speed and quality of social security processing. The digital economy has brought many opportunities for urban social security. Innovative social security models, diverse employment opportunities, efficient and transparent operation methods, and the promotion of equity and inclusion will have a positive impact on the improvement and upgrading of urban social security systems.

II. The impact of digital economy on the development of urban social security

1. Technical factors: artificial intelligence, big data, etc

Emerging technologies are the core driving force of the digital economy. The rapid development and application of artificial intelligence technology has brought great opportunities and challenges to urban social security. Ai can enhance the efficiency and quality of social security through intelligent decision-making and services. For example, in the field of social security, AI technology can be used to analyze and process big data, conduct risk assessment and forecast, so as to more accurately determine the scope and level of security, and provide personalized security schemes for different groups. At the same time, artificial intelligence can also be applied to social security customer service and consulting services, through intelligent robots and virtual assistants to provide personalized guidance and answers, improve the convenience and quality of services. Big data technology is also having an important impact on the development of urban social security. The continuous accumulation and analysis of big data can provide comprehensive and accurate social security data, providing scientific basis and guidance for decision-making. By analyzing big data, potential problems in the social security field can be found and predicted, and measures can be taken to intervene and adjust them in advance. In addition, the application of big data technology can also realize the personalized customization of social security, provide personalized security schemes according to the situation and needs of different individuals, and improve the effect and satisfaction of social security.

2. Economic factors: changes in industrial structure, employment situation, etc

The rapid development of the digital economy has had an important economic impact on urban social security. First, the rise of the digital economy has prompted changes in the industrial structure of cities, with traditional industries in relative decline while related industries of the digital economy have flourished. This has resulted in the reduction of traditional employment opportunities, and urban residents are faced with new employment pressure and challenges. However, more digital economy jobs have also been created at the same time, especially in areas such as the Internet, software development and e-commerce. These emerging industries provide urban residents with more opportunities to choose jobs and ease employment pressure, as well as more opportunities to participate in social security. Secondly, the development of the digital economy has also put forward new requirements for the integration and adaptation of urban social security. As the industrial structure changes, traditional social security systems and policies need to match the development of the digital economy. The gradual decline of traditional employment relationships and the rise of new forms of employment, such as freelance work, short-term work and the sharing economy, provide opportunities and challenges for the expansion and reform of social security. It is necessary to formulate and improve corresponding policies and guarantee mechanisms to adapt to the changes in employment patterns in the era of digital economy. In addition, the rapid development of the digital economy has also brought opportunities for economic growth and wealth accumulation, providing new channels and resources for the financing of social security, and the government can build a stronger social security system through means such as taxation and redistribution.

3. Policy factors: government guidance and support, regulatory mechanisms, etc

Government guidance and support is one of the key factors in the development of digital economy and urban social security. The government, which plays an important role in policy formulation and resource allocation, can create a better environment and opportunities for urban social security by guiding and supporting the development of the digital economy. First, the government needs to formulate relevant policies to promote the development and application of the digital economy. This includes policy measures to encourage innovation, support technology research and development, and provide support for entrepreneurship. The government can also promote the deep integration of the digital economy with other industries to achieve greater economic and social benefits. For example, the government can encourage the application of digital technologies in traditional industries to enhance their production efficiency and competitiveness, and create more job opportunities to further promote employment and social security for urban residents. Secondly, the government's regulatory mechanism also has a key impact on the development of digital economy and urban social security. In the era of digital economy, the importance of ensuring data security and personal privacy cannot be ignored. The government needs to establish laws, regulations and regulatory mechanisms that meet the development needs of The Times to ensure the healthy development of the digital economy and the fairness of social security. It is an important task for the government to strengthen data protection and privacy protection, regulate the behavior of data use and sharing, and safeguard the legitimate rights and interests of residents in the era of digital economy.

III. Strategies and methods for digital economy to promote urban social security development

1. Strengthening the application of digital technology in social security management

Make use of advanced digital technologies such as big data, artificial intelligence and cloud computing to improve the intelligence and efficiency of social security management. For example, a precise poverty alleviation system based on big data analysis will be established, and the scope of poverty alleviation targets and policies will be accurately delineated through data mining and forecasting algorithms to ensure the precise delivery of poverty alleviation funds. Artificial intelligence technology can also be used to develop an intelligent customer service system to provide online consultation, services and solutions to improve the convenience and satisfaction of residents' participation.

2. Optimize the urban social security system and improve the coverage and quality of social security

The government should strengthen the planning and management of the urban social security system and optimize the coverage and level of the security. In light of the new situation and new needs in the digital economy era, social security policies should be adjusted and improved in a timely manner to protect the basic rights and interests of the people. At the same time, we will strengthen coordination and

cooperation with relevant departments to form an overall synergy in social security work. We should pay attention to improving the fairness of social security, ensure the rational distribution of social security resources, and provide equal and personalized social security treatment.

3. Strengthen cooperation between the government and the market, and promote the coordinated development of digital economy and urban social security

The government should strengthen cooperation with enterprises and institutions related to the digital economy to jointly promote the application of digital technologies in the field of social security. The government can provide policy support and matching resources for the development of the digital economy, and encourage enterprises to invest in the research and development and application of digital technologies. At the same time, supervision and guidance should be strengthened to ensure the healthy development of the digital economy and promote the organic integration of the digital economy and urban social security. The government can also guide market players to participate in social security, encourage the establishment of a cooperation mechanism between the digital economy and social security, and promote the innovative development of social security.

IV. Conclusions

The development of digital economy has had a profound impact on urban social security. Although the digital economy has brought some challenges to urban social security, such as employment pressure, adaptability of the social security system and protection of data security and privacy, it has also brought important opportunities to urban social security. Make full use of the advantages of digital technology, strengthen the application of digital technology, optimize the social security system, strengthen cooperation between the government and the market, promote the coordinated development of digital economy and urban social security, and provide stable, comprehensive and sustainable social security for residents.

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