

Analysis of problems and solutions in the development of digital economy in the new era

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Abstract: in the new era, the role and value of data elements are gradually highlighted. As a new economic model, digital economy not only injects fresh blood into social and economic development, but also has an impact on all aspects of society. Some problems inevitably appear, which need people to think and pay attention. In view of this, this paper makes a detailed analysis of the problems and solutions in the development of digital economy in the new era, hoping to provide some valuable references for the majority of friends.

Key words: digital economy; Problems; Solution strategy

introduction

Nowadays, mobile phones are widely used, almost reaching the point of one mobile phone per capita. Mobile phones have brought great convenience to people's lives. It can be used for travel, shopping, food and accommodation. In recent years, the field of information technology has also achieved great development, and various new technologies emerge in endlessly, such as big data technology, Internet of things, AI technology, cloud computing, etc., which have become an indispensable and important part of today's society, and they play an important role. Digital economy has penetrated into almost every field of life, such as medical treatment, payment, finance, national defense, transportation and many other fields, and even made people feel that they can not live a normal life without digitalization. Marxism teaches people a scientific way to look at problems. When we use dialectics to look at this phenomenon, we will find some problems. It is true that the digital economy has brought great convenience to people's life and made life more colorful, but there are also some problems that need to be solved by relevant departments.

1. Problems in the development of digital economy in the new era

1.1 Users' rights and interests are vulnerable to infringement

Nowadays, with the application of big data technology, cloud computing and other network technologies, relevant network platforms will know more about themselves than consumers themselves. Through the analysis of users' big data, we can push information to them pertinently, and promote consumers' passive choice. In addition, users' information is almost transparent in front of the data platform and has no privacy. For example, if we want to experience in a certain network platform, first of all, we must agree to sign the authorization instructions of "a series of permissions", and only by agreeing to these terms can we use the network platform normally. These so-called "a series of permissions" may have some "problems", but in order to use the platform, we can only "actively" accept them. After authorization, the relevant platforms conduct targeted analysis on the user's records, and more and more "know" the user, and the user's rights and interests are also unknowingly infringed.

1. disclosure of privacy information

There are many impacts of the digital economy on people, the most common of which is the disclosure of privacy information, such as their mobile phone number, home address, facial recognition information, work situation and other personal privacy data, which is very easy to become the criminal target of criminals. These materials and information were originally our most private information, but the relevant platforms can easily access it. Many people will have similar experiences. Your mobile phone will often receive some advertising information, loan information, etc. most people in life seem to have been used to this. Few people think about it. Why do you receive these information? How can their own information be obtained by these companies? If you think about it a little, you will find that your private information has been leaked, which makes people have to suspect that the relevant platforms have leaked their information. The above-mentioned privacy leakage phenomenon is not the most dangerous yet. The more frightening thing is that these information are used by intentional people to engage in illegal activities. It is very easy to recognize that they are caught in the trap of fraud, which seriously affects the safety of people's lives and property.

2. users are often "actively" selected

With the use of relevant information means, the platform even knows more about itself than users themselves. Operators are often good at controlling users' use psychology and carrying out targeted measures, which affects users' independent choice. Those smart choices that often seem to be made by users are often "actively" chosen. For example, there are some "tying behaviors" in relevant platforms, which is the right of independent choice to harm users to a certain extent. Nowadays, the social contradiction has undergone a fundamental

change, which has become the contradiction between the people's growing need for a better life and the unbalanced supply and inadequate development. It is true that people's living standards are gradually increasing, and the digital economy plays an important role in social development. However, at the same time, it also brings people's lives into a busy fast-paced society, and people do not have enough time and energy to analyze and judge the relevant information. It is often received, and the "default option" is the most obvious embodiment. For example, when people want to experience booking services such as train tickets and air tickets on a certain platform during the travel preparation stage, they often find that there are a lot of "tie-in" behaviors in these services, some tie-in "hitchhiking", some tie-in "catering", and some even tie-in tickets to scenic spots. People tend not to care too much about these behaviors. In addition, relevant platforms use the "control" of users to strengthen their monopoly ability. Because the platform is very "familiar" with users and users have been used to using the relevant services of the platform, this situation makes it difficult for other platforms to compete with it. In this way, the market monopoly is formed and a large number of profits are obtained. In this inadvertent tying and monopoly behavior, people's right of independent choice has been infringed.

3. users' fair trading rights are affected to some extent

When experiencing the data platform, users tend to consume. In the case of unequal information, their right to fair trade is often vulnerable to infringement, affecting the majority of consumers. In the face of the digital economy, consumers are often in a position of unequal information. Consumers' information and habits are often firmly grasped by the data platform, but the information of the data platform is little known, and even the information obtained has certain moisture. For example, there are some phenomena such as Bill swiping and false publicity in a certain platform, which often confuse consumers and make them easy to be induced or even deceived. Therefore, in the digital economy, consumers often "don't know the true face of Lushan Mountain" and are often at a disadvantage. There is also a phenomenon, that is, ripening. Through the analysis of relevant data, we learned about customers' consumption habits, making the commodity prices seen by old customers higher than those seen by new users. The reason for this phenomenon is that the platform has learned through the analysis that the needs of old users are more urgent than those of new users. Under this urgent demand, the price is often not important, This also provides a new way for the platform to grow profits. This behavior is also an injury to consumers' right to fair trade.

1.2 Users' ideas are easily misled

Through relevant technical means, the platform can even operate and influence users' behavior, which not only affects users' legitimate rights and interests, but also causes losses to users' economy. What's more, it can also affect users' values and concepts, affect social trends, and seriously affect social development and stability. In the new era, people's thinking is more open and diversified, especially for young people, who are the main audience of network trend under the guidance of digital economy.

1. international diversified thinking has a great impact on the audience

In the new era, with the development of digital technology, economic globalization has become an inevitable trend, and cross-border exchanges, shopping and other behaviors have become a normal, which can be achieved by using the relevant platform. However, there are also problems. We have introduced not only lifestyle, but also foreign diversified ideas and values. In relevant platforms, there are always some thoughts, concepts and cognition that are inconsistent with the actual situation of our country. Under this background, the values, concepts and thoughts of our society are very easy to be manipulated. In addition, there are some platforms that occupy the highland of public opinion and dictate the systems, thoughts and cognition of other countries. These irresponsible remarks have a serious impact on the formation of youth's values and views of right and wrong, which has evolved into an ideological "battle", and the relevant data platform is the main "battlefield" of ideology.

2. domestic diversified values are affecting the audience

I believe that many people will encounter this phenomenon. When browsing the web page, they find an article with a fascinating title. After clicking in, they find that it is an advertisement, which is mainly to push some violent and low-grade content to people. For some undefended young people, this information has a strong appeal, and it is easy to be influenced by their values. Behavior cognition has a certain impact on the future development of young people. For example, nowadays, there are some network words circulating on the Internet, such as "lying flat", "rolling inside", and so on. The spread of these minority thoughts often has an immeasurable impact on those immature teenagers. It is not only easy for them to have chaotic values, but also easy to cause a series of serious social problems.

2. The path of promoting the healthy development of digital economy in the new era

2.1 Promote platform interconnection and promote positive social development

Nowadays, data platforms have an important impact on social development. They not only bring great convenience to people's lives, but also play a role in promoting society. In order to fully play the role of data platforms, it is very necessary to promote the interconnection of platforms, promote strong cooperation between them, and realize the optimal allocation and integration of resources. In the Fourth Plenary Session of the 19th CPC Central Committee, it was clearly emphasized that "we should improve the mechanism that labor, management, data, land and other factors of production have market evaluation contributions and pay according to work." It can be seen that data has

become a new factor of production and one of the important elements to promote the development of the market. In order to give full play to the role of data and the role of big data platforms, it is necessary not only to strengthen the interconnection between various data platforms, but also to give full play to the spirit of equality and sharing of the Internet, and actively integrate resources, so as to form a new situation of complementary advantages and win-win cooperation. In September 2020, at the Symposium of scientists organized by relevant departments, the instructions of “four orientations” were put forward, which also pointed out a clear direction for the development of digital economy, and put forward strategic requirements for better promoting the interconnection between data platforms. With the development of digital economy, it plays an important role in promoting social development and national progress, and has become one of the future development trends. In this regard, we should fully implement the government’s instructions and strengthen the interconnection between data platforms, so as to not only gain a firm foothold in the world’s scientific and technological frontier, but also promote economic growth; It can not only benefit the people and meet their living needs, but also meet the needs of national development.

2.2 Establish a data platform regulatory body to effectively protect the legitimate rights and interests of users

Nowadays, cases of infringement of users’ legitimate rights and interests occur from time to time, which has a serious impact on the lives and property of the masses. China has also issued relevant laws and regulations to protect people’s legitimate rights and interests. For example, the Internet Security Law, the personal information protection law, the consumer rights and interests protection law and other laws and regulations have been promulgated to protect consumers’ privacy, consumption rights and other rights. In August, 2021, the Chinese government issued the personal information protection law, which clearly restricts and protects the excessive collection of personal information and misuse of facial recognition in data platforms, so as to more effectively prevent relevant data platforms from infringing on the legitimate rights and interests of users. It can be said that this is a great progress in the digital economy. But this is the first step. How to effectively implement this is the next difficulty and also the focus. In the process of infringing on the rights and interests of users, relevant data platforms often use the advantages of big data to control the vast number of users invisibly. The trace of such infringement is not revealed at all, and it is very difficult to identify violations. In this case, it is very necessary to establish a special data platform supervision mechanism. Although the state has established special law enforcement agencies, with the development of the digital economy, ordinary law enforcement agencies have been unable to meet the needs of comprehensively safeguarding the legitimate rights and interests of consumers, and can not accurately judge and stop the marginal behavior of some platforms. At this time, It is necessary to set up a special data platform detection agency to collect the illegal acts and information of relevant platforms. In this way, the legitimate rights and interests of consumers can be protected, and some crimes related to big data information can be strangled in the initial stage.

2.3 Establish a dynamic data monitoring mechanism to guide the formation of positive values

With the formation of multiple ideological trends at home and abroad, it is very necessary to establish relevant data platforms and have a positive impact on public opinion through them. In the new era, relevant data platforms play an important role in controlling users’ traffic and guiding positive public opinion, This has a significant impact on the security and stability of society and the formation of mainstream ideas. Therefore, strict supervision must be carried out. In the dynamic supervision mechanism, it is necessary to ensure that both the client and the server can legally express their rights through network technology. At the same time, there is a clear principle that “the network is not a place of lawlessness”. For some improper remarks, it is necessary to stop them in a timely manner. At the same time, it is necessary to use the supervision mechanism to pass the positive energy and positive ideas through the network channel, Render to the masses and create a positive and healthy network ecological environment.

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