

Research on the Integrated Development of Digital economy and Rural Society under the background of Common Prosperity

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Abstract: In order to respond to the new situation and challenges of global digitalization economy, promote the development of digital economy and practice the great ideal of common prosperity of socialism, the Party's twenty major reports require taking digital economy as the engine to drive rural economic development, realize the transformation from traditional agricultural economy to digital rural economy, and comprehensively deepen rural revitalization in the new era. With the information network as the carrier and commercial trade as the core, the digital economy integrates social natural resources as a whole and promotes the innovative reform of the social economy. Integrating digital economy with rural social development, guiding rural areas to speed up the construction of digital infrastructure, promoting the establishment and improvement of modern "digital countryside", stimulating the development and transformation of rural economy, and exploring new roads for rural revitalization. This paper analyzes and studies the economic and humanistic aspects of the integration of digital economy and rural society. First, digital economy promotes the development of rural economy, reduces the economic gap between urban and rural areas, and promotes the development of social common prosperity. Second, the development of digital culture industry inherits excellent rural traditional culture and opens up a new mode of traditional culture development

Keywords: Digital economy rural revitalization common prosperity digital culture.

1. Research Background and Questions Raised

1.1. Research Background

China has completed the building of a moderately prosperous society in all respects by 2020. The main focus of future development will be to consolidate the achievements in poverty alleviation and prevent the return of poverty after poverty alleviation. The Fifth Plenary Session of the 19th CPC Central Committee set "common prosperity for all the people" as the long-term goal of basically realizing socialist modernization by 2035.

In 2022, the report of the Party's 20th National Congress pointed out that the Party has made "achieving common prosperity for all the people" an essential requirement of Chinese-style modernization. The CPC Central Committee's scientific review of the international and domestic conditions and Chinese development conditions has made important arrangements for the new journey to comprehensively build a modern socialist country in the future. It has a clear timetable and roadmap for the goal of "common prosperity for all the people", and has officially entered a solid historical stage of progress [1].

However, with the accelerating process of urbanization, industrialization and modernization, the gap between urban and rural development is bigger and bigger. "Unbalanced urban and rural development and inadequate rural development" is a prominent manifestation of the main social contradiction in China, and it is also a problem to be overcome in the process of realizing the phased goal of

common prosperity. The common prosperity of rural residents has become a "hard bone" on the road to prosperity [1]. Hu Chunhua, Vice Premier of The State Council, believes that "agriculture and rural areas are still a prominent weak link in the socialist modernization drive". According to the 2018-2022 Strategic Plan for Rural Revitalization, "Implementing the rural revitalization strategy is the inevitable choice to achieve common prosperity for all people." After the realization of the first centenary Goal, the CPC has taken rural revitalization as the main focus of its rural work. It is also the only way and an intrinsic requirement for the party to achieve common prosperity for farmers and rural areas in the new development stage and ultimately for all the Chinese people. Therefore, in order to achieve the goal of common prosperity of farmers in the future, we must now adhere to the general policy of rural-village revitalization strategy, and gradually promote and implement agricultural and rural modernization. It is the inevitable choice to solve the poverty problem and solve the existing urban and rural dual structure problem.

1.2. Problem Raising

According to Article 2 of the Law of the People's Republic of China on the Promotion of Rural Revitalization, the comprehensive implementation of the rural revitalization strategy is to promote the revitalization of rural industries, personnel, culture, ecology and organization. Among them, the author believes that the most important thing to realize rural revitalization is to promote industrial revitalization [2].

First of all, common prosperity is an economic concept, and we only use economics to explain it: wealth means that an individual owns more property, and wealth means that an

individual owns more money, material materials, real estate and so on. Second, "the economic base determines the superstructure". Only when the rural economy catches up and the income gap between urban and rural areas is narrowed, can we talk about the spiritual level of common prosperity. Therefore, if we want to promote common prosperity through the strategy of rural revitalization, we must first revitalize the industrial economy in rural areas. Only when the economy is revitalized can human resources be revitalized, which in turn will further promote economic revitalization. In this cycle, the income gap between urban and rural areas will gradually narrow, and farmers will be able to pocket more money.

However, the current rural economic development, facing industry, population, culture and other aspects of constraints. First, the development level of rural industry is low: rural income is mainly based on local agricultural products and raw materials, and the industrial chain is relatively simple. Farmers in the link of income increase is still mainly low-end production, take the path of low-end agricultural development, did not go into the deep processing of agricultural products. Second, facing the dual pressure of population and talent shortage: the core of comprehensive rural revitalization is "people", namely the people, who should have both quantitative and quality advantages [3].Wrong! Reference source not found. However, at the present stage, with the acceleration of urbanization, the rural population is sharply reduced, and the phenomena of "hollowing out", "aging" and "women and children" can be found everywhere. Third, rural cultural inheritance lags behind, lack of spiritual level: the loss of talents leads to the absence of "subject", which further affects the inheritance of rural culture. The rural population has a low level of cultural education, lack of sense of rural culture, and neglect the inheritance and development of local culture. Compared with urban areas, rural areas pay less attention to the construction and development of public cultural undertakings. Therefore, how to improve the income of people in rural areas, promote industrial development in

rural areas and promote rural economic revitalization through the strategy of rural revitalization is the key to achieve the phased goal of common prosperity of farmers.

More and more fierce in the development of scientific and technological revolution, at present, digital economy has become the key step in the process of constructing new development pattern, which has an impact on our country's economic development and reform that can not be ignored! Reference source not found. Digital economy is an important breakthrough to achieve high-quality economic development and an effective way to achieve common prosperity, according to the White Paper on Promoting Common Prosperity through Digital Ecological Industries. Therefore, in-depth research on the integrated development of digital economy and rural revitalization is conducive to exploring and discussing effective ways to promote the revitalization of rural industrial economy under the background of socialist modernization, and promoting common prosperity of farmers through effective implementation, laying a solid foundation for the realization of common prosperity of all people.

2. The Historical Background of Rural Economic Revitalization Empowered by Digital Economy

The Fifth Plenary Session of the 19th CPC Central Committee concluded that the Party has historically solved the problem of absolute poverty in the past few years. At the same time, it also emphasized the next centenary goal, among which the proposal of "digital economy and rural revitalization, integration and mutual promotion" has become a hot topic of political attention in the political, business and civil circles. In recent years, China's digital economy has developed rapidly. The scale of China's digital economy reached 39.2 trillion yuan in 2020, and the increase scale of China's digital industry reached 7.5 trillion yuan in 2020, accounting for 19.1% of the proportion of digital economy (as shown in Figure 1).

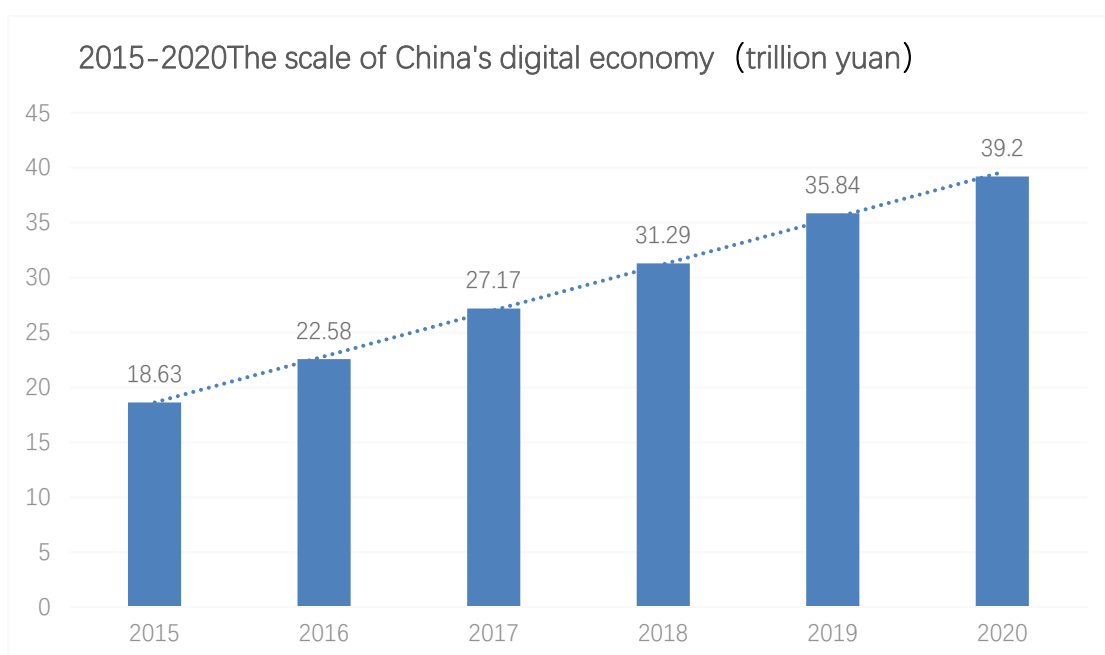


Figure 1. Development trend of China's digital economy

The central government has successively issued relevant documents and indicators, aiming to promote the integrated development of digital economy and rural society, and reverse the unbalanced development of urban and rural areas and uneven distribution of social materials. In 2018, the Opinions of the CPC Central Committee and The State Council on the Implementation of the Rural Revitalization Strategy and the National Strategic Plan for Rural Revitalization issued by the government clearly pointed out a series of problems such as how to accelerate the operation transformation of small and medium-sized rural enterprises and individual agricultural households, break away from traditional economic constraints, low productivity, blocked production factors and so on, in the great changes unseen in the century. It has become an urgent task for local leading enterprises and national advanced digital technology talents to drive the steady, high-quality and high-speed development of rural economy under the goal of common prosperity. The Summary of Digital Rural Strategy published by the government in 2019 explains in detail the necessity and irresistibility of digital economy to rural revitalization from ten aspects. In 2021, the No.1 central document proposed to "strengthen the digital and intelligent construction of rural areas". The central documents comprehensively promote rural revitalization, rural culture revitalization, rural talent revitalization, rural medical revitalization, and make unremitting efforts to promote the great goal of common prosperity in an all-round way.

3. The Trend of Integrated Development of Rural Society and Digital Economy

3.1. Integrate agricultural production factors to promote rural economic development

Economic development is always the first element of rural revitalization and development. In recent years, there has been a significant gap between urban and rural areas in China's economic development. China has a long history of agricultural development. In 2022, the CPC Central Committee issued the Opinions on Comprehensively Promoting the Key Work of Rural Revitalization in 2022, pointing out that rural revitalization is a key object of national economic development, and the development opportunity of digital economy should be seized to stimulate the improvement of rural economy. The rapid development of Internet technology has greatly reduced the information time difference between urban and rural areas and improved the timeliness of information. Extreme the scale of China's digital economy (trillion) To a large extent, the information differentiation between urban and rural areas has been eliminated. Digital economy brings together information technologies related to big data, Internet of Things, e-commerce platforms and other fields to realize the integrated utilization of various rural resources and overall planning of natural resources, laying a foundation for the development of rural digital economy and providing a new path for agricultural production and sales. The digital economy will drive rural revitalization, develop the social economy with Chinese rural characteristics, narrow the economic development gap between urban and rural areas, and realize the common prosperity of urban and rural society.

In the process of rural infrastructure construction, digital

countryside helps to establish a collaborative mechanism, realize the interconnection of information technology and agricultural resources operation process, improve overall efficiency from specific links such as land, labor and equipment, reduce operation and transaction costs, and maximize the benefit of resource allocation [4]. Compared with traditional agricultural production, intelligent modern agricultural production combined with digital economy makes full use of rural natural resources. By collecting and processing information of rural production factors, big data technology is used to reasonably forecast and plan the current year's suitable agricultural production crops, planting methods and planting areas, etc., and overall planning of agricultural production is carried out in a scientific and comprehensive way. To a great extent, it avoids the phenomenon of unstable crop value and farmers' income caused by "following the wind" in traditional agriculture. At present, there are some problems in traditional agricultural production, such as crop fertilizer application amount, planting interval and growing environment. The crop yield and quality are bad and some are bad, resulting in the income of agricultural laborers not reaching the expected income level and the enthusiasm of agricultural production lagging behind. The digitization of agricultural service, with the help of the information platform of the Internet, improves the service system of agricultural production technology and makes the advanced agricultural production technology spread quickly. Through specific analysis of local environmental and climate information, agricultural production digitization can obtain accurate agricultural production data, rationally arrange production layout, and promote the scientific and intelligent development of agricultural production. It reduces the uncertainty risk of agricultural production to the greatest extent and improves the value of agricultural production labor of agricultural producers. Digital information technology promotes the "Internet of everything" in rural areas through the Internet, promotes the progress of rural production technology, and drives the transformation of agricultural production from the traditional agricultural trade market to the development of modern rural agricultural e-commerce. It not only broadens the sales channels of rural agricultural products, but also jointly drives the development of related industries on the basis of extending the agricultural industry chain and reforming the agricultural production mode. In addition to expanding rural employment space, farmers' income should be increased to promote the transformation and upgrading of agricultural industrial structure [5].

Digital economy takes digital knowledge and information as key production factors, digital technology as the core driving force, and modern information network as an important carrier to realize the deep integration of digital technology and real economy [6]. Digital countryside is the application of digital economy to rural development, with digital technology as the engine, to drive the development and transformation of rural economy and promote the sustainable development of rural economy.

3.2. Carry forward rural traditional culture and develop digital culture industry

Since ancient times, the geographical pattern of "large settlement, small settlement, staggered and mixed"

determines the traditional cultural differences between villages and towns. Tens of thousands of excellent traditional skills are hidden in the vast countryside, waiting to be discovered and inherited by people. The development of information technology has broken the regional barriers and realized the real-time sharing of information across the country. Excellent traditional culture has become the suitable development soil in the information network, which has avoided the loss of excellent traditional culture to a great extent.

Digital cultural industry is an effective path to realize economic and cultural revitalization under the rural revitalization strategy. The rural revitalization plan can be empowered by means of online broadcasting, immersive experience and digital art display of the innovative development of cultural industry, so as to realize the diversified value of industrial integration and meet the diversified needs of rural culture, and promote the implementation of the rural revitalization strategy [7]. Based on the inheritance of traditional Chinese rural culture, the digital culture industry further innovates and develops to realize the establishment of rural cultural brands. For example, Jingdezhen is famous for its porcelain and Maotai is famous for its wine industry. The application of digital technology to rural culture generates a digital culture industry model. Relying on excellent traditional culture, it promotes the productization and commercialization of rural culture and promotes the transformation of rural economy. Diversified digital cultural technologies not only meet the needs of online and offline tourists for traditional Chinese culture, but also make the vast audience feel more involved and enhance the country's cultural confidence.

3.3. Digital rural personnel training

Rural areas have always been the place with the most serious brain drain, which can be attributed to the following two reasons. First, the backward treatment conditions and the large economic difference between rural and urban areas lead to the failure to provide broad space for the development of talents, and the talents trained in rural areas are more inclined to move to the economically developed cities to live. Second, the rural areas are remote and inaccessible, most rural roads are extremely inconvenient, and the related living facilities are not yet perfect, which hinders the introduction of talents.

The development of the Internet provides an opportunity for the cultivation of rural talents. The Internet has built a sharing learning platform for villagers in remote areas, further narrowing the gap between urban and rural education information. The regional government has also introduced relevant policies for the cultivation of rural talents, expanded the scale of rural talents training, and improved the system of rural information management talents training. To expand the training of digital application personnel and digital technology education and training to provide intellectual support and personnel guarantee for the development of modern digital technology. Narrow the regional gap in the development of digital economy, so that rural medical care, education and life can also benefit from the application of digital achievements [8]. Digital technology cultivates rural talents in the new era, talents promote the development of rural digital economy, and economic development attracts more talents. Only in this way can the region achieve long-term and stable economic development and realize long-term and sustainable talent development.

4. Digital Economy Enabling Rural Economic Transformation Path

4.1. Basic concepts and integration modes of digital economy

The development path of digital economy includes digital industrialization and industry digitization. By relying on Internet +, artificial intelligence, big data, cloud data, algorithm deduction and other emerging electronic technologies and key core industrial technologies, data created in the process of consumption, production and service will be transformed into production factors, so as to provide new technologies and services [9]. According to the "14th Five-Year Plan" Digital Economy Development Plan, digital economy is the main economic form after agricultural economy and industrial economy. It relies on the collection and integration of a large number of intensive data, takes the Internet as the carrier, combines information engineering and other related data transmission devices, and takes digital as the production factor to promote the upgrading of industrial chain in an all-round way, promoting information integration, sharing and fairness. Drive economic stability, quality assurance, rapid realization of new breakthroughs.

4.2. Path of rural revitalization empowered by digital economy

4.2.1. Technology-oriented digital economy accelerates the transformation and upgrading of rural industrial chain

First, as a brand new economic model, digital economy is penetrating and integrating into every aspect of people's life at an astonishing speed. For rural economic revitalization, e-commerce is undoubtedly the most concerned new economic transformation mode in recent years. At present, the sales volume and sales output of rural online products are growing steadily from 2016 to 2021 (see Figure 2), in which the combined e-commerce platform of agricultural products accounts for about 58% of the total rural economy. E-commerce, while providing consumers with alternative, alternative, and more creative goods, has also significantly changed the traditional economy resulting in local tax increases for the sale of goods and services. In the traditional commercial economic model, the commodity tax will be planned and arranged by the local government and retailers, and the differences in communication and cooperation lead to the regional "sales polarization" phenomenon of related goods due to the region, per capita income, government tax and so on. The emergence of e-commerce not only effectively compresses the time cost of intermediate discussion, reduces the serious problem of commodity premium due to local conditions, but also digitalizes and activates commodities, so that all parts of the country show the momentum of "consumption homogenization". In addition, the inclusive nature of e-commerce finance has effectively reduced the financial constraints in rural development, provided sound financial support for small and medium-sized enterprises and retail merchants in rural areas, and appropriately reduced the information blocking and development barriers brought by stores and offline sales. Make rural commodities appear in the public view in a more digital, innovative and excellent way, radiate all regions of the country and all over the country, strengthen and optimize the upgrading of the industrial chain, and promote the beautiful new situation of rural prosperity.

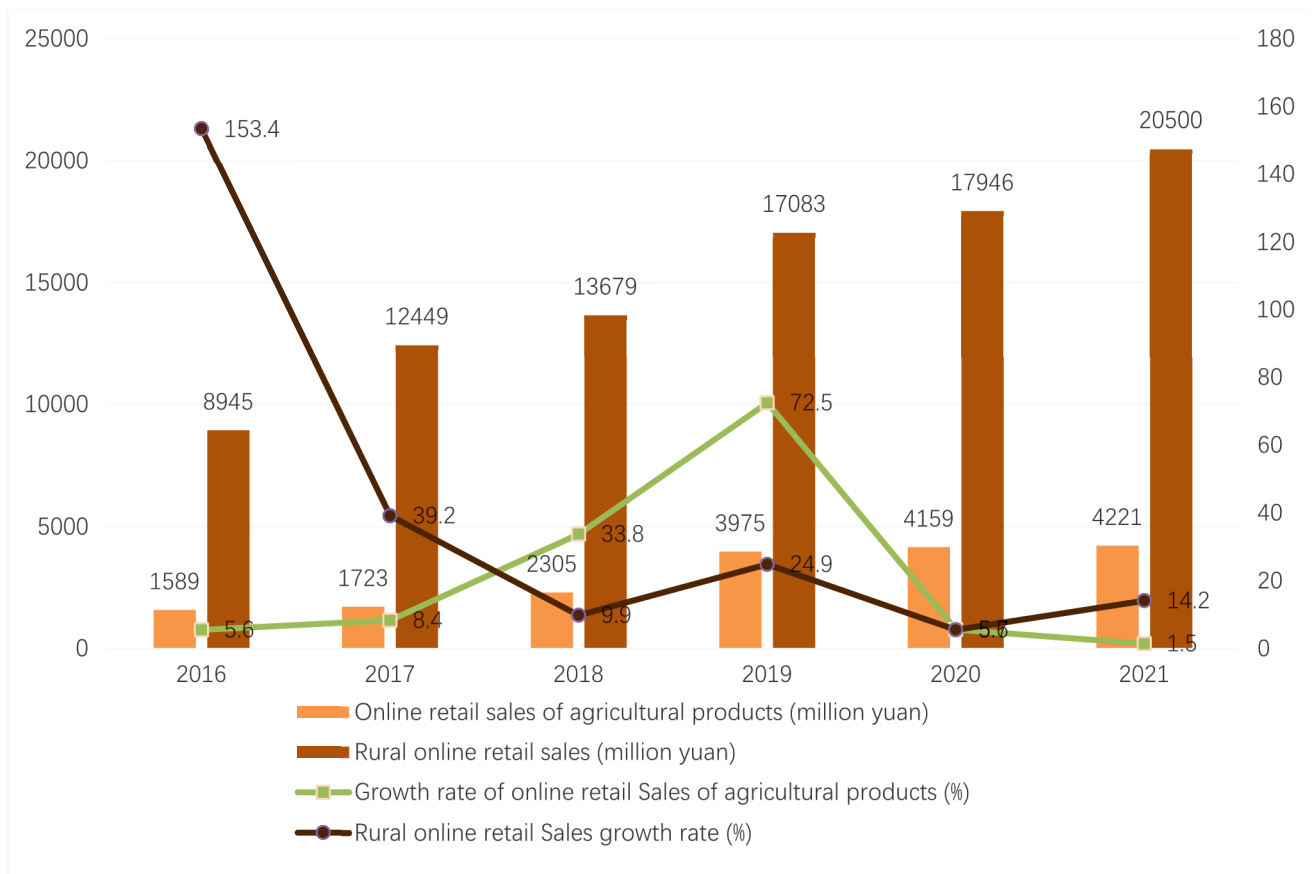


Figure 2. The growth of rural online retail sales and agricultural products online retail sales from 2016 to 2021

Second, the integrated development of big data technology makes rural economy more intensive, informationized and integrated. The big data technology brings agriculturally related indicators, people's life happiness index, national food database and other relevant agricultural indicators into the process of rural digital economy development as production factors, aiming to realize the rural agricultural lag caused by the information imbalance in different regions. There are many problems such as commodity depreciation caused by farmers planting the same crop and vicious market competition caused by shortage of other agricultural and sideline products. Big data will upload a large number of accumulated and precise data to the data end as production factors, strengthen the data support of production end, and use new advanced and sophisticated technologies to rebuild the infrastructure of digital economy. While transforming the traditional economy, it strives to realize the green, efficient, precise and intensive agricultural production factors. Using brand new business philosophy, it creates more possibilities and creativity of existing rural agriculture, and strives to create new brands, new models and new paths. Secondly, the application of big data makes the relevant industrial chain more closely connected, which can effectively reduce the time cost and expense cost of agricultural raw materials in transportation engineering. In addition, by using relevant information in the database to reduce losses in the production process, realize and promote the mutually beneficial and symbiotic relationship between rural economy and big data, reduce the problems of high pollution and high cost in the production stage, strive to create a more streamlined, smarter and more harmonious rural economy, and promote the

integration of rural green industry. Through big data and other electronic technologies to revitalize rural areas and realize the revitalization of rural environment, and strive to continuously penetrate and extend the "digital industry" in the agricultural industry chain. Promote the rural agricultural economy to the digital economy of the great transformation.

4.2.2. Integrated digital economy expands the sales path and radiation range of agricultural and sideline products

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China has pointed out that leading enterprises as the country's innovative enterprise brand and the "engine" of the national economy, its development and driving role for rural economy is immeasurable. Give play to the leading forces of leading enterprises to promote the rapid development of rural economy and the rapid growth of rural industrial chain. The official benefits of the leading economy can extend the green advantages of rural indigenous products and the nutritional value of the industry. The core technology owned by the leading enterprises can help the scale, integration and high efficiency of rural planting organizations. Reduce the staff slack in the process of farming, farming survival rate is low, agricultural products yield less and a series of problems, and leading enterprises specific marketing means and social benefits can help rural agricultural and sideline products sales channels more high number, intelligent, integrated. Even in conjunction with other local governments to transform the value of relevant agricultural and sideline products, the most obvious means is to juice fresh fruits into drinks, seasonal fruits and vegetables into dried fruits and vegetables, not only improve the original

economic value of agricultural and sideline products, but also realize the interests of farmers and enterprises, effectively solve the problem of slow sales of seasonal vegetables and fruits. The innovative thinking of leading enterprises also stimulates consumers' support and favor for agricultural and sideline products. Taobao, in 2018, launched an activity of exchanging points for planting fruit trees in the desert, which not only pays attention to the rural environment construction in remote areas, but also drives the economic construction in remote areas. In addition, by means of the marketing project "Buy More Vegetables", Pinduoduo Enterprise works with local farmers and the government to deliver agricultural and sideline products to consumers on the same day, which not only encourages consumers to buy, but also leads enterprises and farmers to achieve a win-win situation.

4.2.3. Service-oriented digital economy enables smart rural tourism services

While bringing dividends, e-commerce also makes the local government pay attention to the inheritance of traditional local culture, which is the evolution of rural civilization and the collection of local people's wisdom. Not only has the cohesion of people, but also has the role of promoting the construction of rural characteristics. As a new economic growth mode in the tourism industry, rural smart tourism promotes the promotion and development of local characteristic culture. Among them, the integration and collision of digital technology and local culture has given birth to an emerging tourism model, dynamic digital library, where consumers can observe and learn local ethnic etiquette and local customs in real time through the network terminal. Combining local environmental resources and characteristic farming culture, following the law of natural and human internal symbiosis, based on the online big data analysis of rural smart tourism platform and the offline Internet of things follow-up, the direction of consumer preference in the tourism service scene is studied to optimize the industry structure of tourism. Complete the digital transformation of local culture and precise delivery of services to enhance consumers' sense of experience and satisfaction.

5. Conclusion: The prospect of rural digital economy promoting common prosperity

There is a high degree of compatibility between digital economy and common prosperity. The deep integration of digital economy and rural revitalization opens up a new road to common prosperity for the development of rural industries [10]. Digital economy enables rural revitalization, can promote the development of rural social productivity, can provide a solid economic and material foundation for the realization of common prosperity, and further promote the integrated development of urban and rural areas. The deep integration of digital economy and rural industries can improve the speed of industrial transformation, achieve high-quality economic development through entrepreneurship and

innovation, and then inject core impetus to achieve common prosperity. Finally, when the digital economy is involved in the process of rural revitalization, it can not only increase the income of rural people and reduce the income gap between urban and rural areas, but also attract high-quality talents to participate in rural construction. As the core element of rural revitalization, the revitalization of rural industries will inevitably bring the revitalization of rural talents, which will inject fresh blood into rural areas and in turn promote the revitalization of industries. The future rural development will be based on a new dimension to promote the revitalization of rural economy and promote the realization of the phased goal of common prosperity of rural people.

6. Author Contributions

This paper was jointly completed by LiuWei, Tang Wanqing, Kang Yueting. Everyone has made equal efforts in the research of this topic, and their contribution to the paper is average. It is hereby explained.

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