

Research on the Path of Rural Information Poverty Alleviation under the Background of "Information Service"

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Abstract

Information poverty refers to the economic and social problems caused by the unbalanced development of the national economy and social environment in the information society, in terms of information infrastructure, information technology resource development and application, computer technology popularization and application ability. Unbalanced development. This paper analyzes the current situation and problems faced by the development of China's rural information industry from the perspective of information poverty alleviation, summarizes the remarkable achievements China has made in the development of information poverty alleviation industry in rural areas and the existing difficulties, and points out that information poverty alleviation is the driving force. Specific measures for the development of China's rural information industry.

Keywords

Information poverty alleviation; Information service; Precise poverty alleviation; Path research.

1. Introduction

Since the implementation of reform and opening up, China has been committed to the development of socialist society and the overall construction of the national economy, and has carried out planned and organized vigorous poverty alleviation and development across the country, striving to solve the problem of food and clothing for rural poverty alleviation workers. Information poverty refers to the unbalanced economic and social development caused by the unbalanced development of the national economy and social environment in the information society, in terms of information infrastructure, the development and application of information technology resources, the popularization of computer technology and the ability to use it. Equilibrium status quo. Information poverty alleviation has gradually become a new way in the process of rural poverty alleviation in my country's new era.

2. The Current Background of Rural Information Poverty Alleviation

2.1. The Development of My Country's Poverty Alleviation Policies and the Process of Information Poverty Alleviation

Since the implementation of reform and opening up, China has been committed to the development of socialist society and the overall construction of the national economy, and has carried out planned and organized vigorous poverty alleviation and development across the country, striving to solve the problem of food and clothing for rural poverty alleviation workers. From 1978 to 2000, my country's agricultural poverty population has dropped from 250

million to about 30 million, basically completing the task of solving the problem of food and clothing for rural agricultural assistance workers by the end of the twentieth century. strategic objective tasks. With the progress of China's economy and society, the people's demand for material and cultural living standards is gradually increasing, and new changes have taken place in China's poverty alleviation. Regarding the issue of poverty alleviation in the new era, General Secretary Xi Jinping clearly put forward the basic idea of "precise assistance" when he visited Xiangxi in 2013, and precision is the core feature of China's precise poverty alleviation. The so-called precise assistance is relative to the extensive assistance method. In fact, it is a assistance method that uses a reasonable policy measure and mechanism to make the assistance materials accurate to the target people.

At the Plenary Session of the Political Bureau of the Central Committee of the Communist Party of China in 2015, General Secretary Xi Jinping made a more in-depth discussion on the issue of precise assistance, and clearly proposed to interpret the future development concept of precise assistance with the goal of informatization development. With the combination of the new characteristics of Internet information technology, such as dynamic, grid, and Internet, and the mechanism of precise assistance, the development of big data analysis technology has really started in the field of precise poverty alleviation. Because big data analysis refers to a collection of data information with huge amount of information and complex internal structure that cannot be processed by current network information technology, its core attributes are huge amount of information, complex data structure, and difficulty in data processing and analysis. Therefore, in September 2015, the General Office of the State Council of the Communist Party of China promulgated the "Actions for Promoting the Healthy Development of Big Data Analysis", which clearly stated that the research and utilization of big data analysis should be promoted. Since then, the "big data + precise assistance" information system poverty alleviation model in our region has really started. The "big data + precise assistance" teaching model provides a new prospect for China's poverty alleviation and development work, and its focus is on the precise positioning of poor households, dynamic management and precise implementation of policy plans. However, there are also certain challenges in the practical application of big data analysis technology in support management, mainly related to the lack of scientific and technological innovation, the low conversion rate of support data information, hidden dangers of data information security, and the lack of big data analysis technology talents, etc. .

2.2. New Features of Poverty Alleviation in the Information Service Era

In the information service era, the good development momentum of the Internet has brought new working concepts and working methods to the poverty alleviation work, effectively improving the effectiveness of the assistance work, and making the assistance work in the information service era present a brand-new feature.

2.2.1. Informatization

Compared with the traditional poverty alleviation work in China, the poverty alleviation work in the Internet age has more prominent informatization characteristics. The rapid development of computer technology and the wide application of information networks have promoted the rapid development of rural e-commerce, and innovated the methods of information poverty alleviation, resulting in great changes in the industrial structure and market economy in rural areas. All relevant departments should be aware of the great significance of information poverty alleviation work, and actively carry out the construction of rural informatization projects, which has laid a good foundation for the comprehensive development of information poverty alleviation work.

2.2.2. Top-down

In the Internet era, the speed of information transmission is relatively fast, and many farmers with entrepreneurial spirit achieve the goal of poverty alleviation through the Internet. The most typical case is Dongfeng Village, Shaji Town, Suining County, Xuzhou City, Jiangsu Province. Under the leadership of three villagers, they embarked on the road to prosperity through information poverty alleviation. In the Internet era, my country's poverty alleviation work presents a significant bottom-up feature. Farmers can use their own strength to start e-commerce business, create more employment opportunities, and achieve the goal of getting rid of poverty and becoming rich.

2.2.3. Development Stage

In China's current poverty alleviation, the application of e-commerce is still in a period of vigorous development, and the information poverty alleviation theory with e-commerce as the core content will gradually be introduced into the mainstream information poverty alleviation theory in 2018. From the current situation, the income increase of farmers in poverty-stricken areas is still the research focus of China's rural economic analysis and informatization. However, according to the development characteristics of rural e-commerce, local government departments must further pay more attention to e-commerce in the development of rural informatization work, and realize the huge impact of e-commerce in increasing rural farmers' income, and further improve the Internet's role in rural agriculture. Cover, gradually improve the rural agricultural informatization work system, and provide hardware guarantee for the effective implementation of e-commerce poverty alleviation work in poor areas, so as to effectively improve the level and effectiveness of rural e-commerce poverty alleviation.

2.3. Advantages of Information Poverty Alleviation

2.3.1. Provide Farmers with Opportunities to Connect to the Market

In the Internet era, farmers can use the information dissemination function of the network to break through the local restrictions on the trading market, and increase the trading income of farmers by shortening the information flow of market transactions, thus achieving the goal of poverty alleviation.

2.3.2. Improve the Quality of Life of Poor Households

Because most of the poor counties in the central and western regions are located in remote mountainous areas, the distance from the county seat is relatively long, and there are many difficulties in commodity trade. With the application of e-commerce, farmers of the national poverty alleviation fund can use the website to sell agricultural products, and use the sales income to buy basic daily necessities that farmers need online, so as to improve the quality of life of farmers while increasing their income. It effectively promotes the economic and social transformation of China's poverty-stricken areas to modern society, and promotes the development of the socialist national economy.

2.3.3. Building An E-commerce Industry Chain

In rural poverty-stricken areas, local government departments can use the construction of the e-commerce industry chain to carry out the integrated development of agricultural product manufacturing, packaging, and logistics, effectively alleviating the problems faced by agricultural areas such as poor market information, backward product technology, and agricultural products. The problem of not being able to commercialize, etc. The emergence of the Internet age has improved farmers' cognition and understanding of the market economy, promoted the commercialization of agriculture, and created a way for farmers to increase their income.

3. The Current Situation and Problems Faced By Rural Information Poverty Alleviation

3.1. The Development of the Industry Has the Problem of Insufficient Human Resources

Poor farmers are at the lower end of the information transmission chain, and the development of rural industries first encounters the bottleneck of insufficient human resources. One is the lack of performance-quality information. Because rural households have long lived in the "acquaintance society" and follow a fixed social and family life, they usually master production information mainly through the understanding of neighbors and acquaintances and their own practice summary, and carry out a large number of production activities through self-learning, and are unwilling to take risks. Explore developing your own production. In recent years, due to the "blood transfusion" assistance cost and material support from the department, individual poor households have also responded to the "waiting and relying" thinking. For example, the inner motive of trying to develop a new type of business in the awareness of the majority of villagers as small farmers is also related to the government's financial funds. Support is closely related. Most of the people who stay in the countryside are middle-aged and elderly people, women and children in rural areas. Due to their weak ability to demand information, indifference of information awareness, and lack of ability to obtain information, the level of agricultural human capital has been at a low level for a long time, which has seriously affected the new agricultural technology. popularization and improvement of rural productivity. Second, the supply of useful information resources is insufficient. The "elites" of agricultural information technology that can promote the development of the agricultural industry and have a high knowledge stock are mostly gathered in cities and towns, while the "capable people" who stay in the countryside generally do not have the information of scientific value research and judgment in the project management process of developing the agricultural industry. Technical foundation. At the same time, due to the lack of farmers' attention to agricultural information needs, the difficulty of market cognition, and the high cost of customized product information, the supply of useful information on agricultural products, markets, policies and other useful industries for rural areas is seriously insufficient, resulting in a variety of profits in the agricultural industry. The status quo is not high, the scale management effect is not enough, and the enthusiasm of farmers is not high.

3.2. Lack of Information Feedback Mechanism for Project Selection and Selection Industries

The lack of information feedback system in the project selection industry From the perspective of information dissemination, information is first disseminated by local government departments, social groups and other external media to the information "elite" in the countryside, and then by the information "elite" to the information poor in the countryside , thus forming an independent and vertical interpersonal communication mode of information within the local government. The leading industry of farmers' economic development is inseparable from the government's support and guidance of industrial projects, and the vitality brought by government departments mainly from personnel training, information services, market guidance, financing support, etc., cannot replace the laws of the market. Industrial poverty alleviation is carried out under the state of interpersonal relationship as the main information transmission chain, but some villages fail to achieve industrial development goals due to lack of comprehensive consideration of local conditions and market demand, which in turn affects government departments and social information dissemination elites "The social prestige built in the process of industrial economic development. The main problem is that the key information of products is highly dependent on interpersonal transmission in agriculture,

and decision-makers at the top of the communication chain are often eager to implement products when they have insufficient feedback information, and they do not study and judge when selecting and developing agricultural enterprise construction projects. The basis of information and feedback information has caused many agricultural enterprises to choose the development of fruit, vegetable production, edible fungi, tea trees, traditional Chinese medicine and other short-term and fast planting and breeding industry projects. , product differentiation and dislocation promotion cannot be taken into account, and there is a homogeneity problem when determining the future product development goals.

3.3. Platform Enterprises Lack the Driving Effect of Cultivating Industries

The prerequisite for platform companies to survive and grow in agriculture is that the small-scale agriculture they operate already has considerable advantages and a considerable market economy scale. At present, the small farmer business is still prevalent, but it cannot be matched with the large-scale industrialization infrastructure construction and market operation activities of agriculture. And some platform companies have not carried out industrial chain layout, only limited to agricultural production and sales links or loose purchase and sales contract relationship, based on their own dominant position and capitalist profit distribution mechanism, the production and marketing activities between platform companies and small farmers. There is also a certain conflict of interest and competition, which seriously inhibits farmers' trust and positive role in industrialized management. The information transmission channel between farmers and the big market is not smooth, and farmers mainly rely on dealers or individuals in many links in the market economy supply chain to understand the supply and demand information of the big market, thus causing farmers as suppliers and the big society. The information is divided between supply and demand, resulting in the existence of "bullwhip effect" of supply and demand imbalance. Therefore, the market economy and social capabilities of rural platform enterprises lack fertile ground for development, and the network platform industry with its own "hematopoietic" function is small in total, small in scale, weak in service ability, weak in information integration, and lacks industry demonstration and leadership. core role.

4. Countermeasures and Suggestions for Rural Information Poverty Alleviation and Development

4.1. Integrate Information Service Functions to Improve the Individual Information Literacy of the Audience

First, a professional information service organization and technical working committee were established to coordinate and coordinate with relevant departments, scientific research institutions, social groups and other individuals to conduct information technology quality training for different audiences. In view of the fact that each information service unit is affiliated to different government departments, and the information service responsibilities are fragmented, the agricultural information service in the form of "dramatic" to farmers lacks a normalized mechanism. The information consulting and service organization will provide information training, policy support, business counseling, etc. to the poor by organizing special lectures, technical training and other forms, so that they can master the necessary information retrieval skills and application technology, so as to cultivate the information of the poor. Quality and information sensitivity, improve their comprehensive ability to deal with market development and changes and resist business risks. The second is through the "elite" who supervises the dissemination of information to face all kinds of consumers, and transmit the diffused product information. Driven by national policy deployment and social innovation, the

"elite" enterprise information service should actively penetrate into the grass-roots fields to explore the potential needs of rural farmers, and use the company's own information technology reserves to provide farmers and new marketing entities. It delivers industry information and provides customized information technology service products, covering rural technology, market demand, production and sales interaction, transfer of achievements, etc., and provides external information carried by the enterprise itself for exploring and developing more mature new product formats in rural areas. resources; at the same time, in the data information of market orientation, resource endowment, public intention and other basic conditions acquired by the enterprise in the process of carrying out business activities, relying on the existing data information sensitivity and data information reserve of the enterprise, cultivate and cultivate and develop the enterprise according to the principle of differentiation of advantages. Develop and expand characteristic industries localized in rural areas.

4.2. Consolidate the Chain of Interpersonal Transmission and Form A Two-Way Transmission Mechanism of Information

One is to introduce training information to the "elite". That is to say, through training among the graduates of colleges and universities, returning entrepreneurs, veterans and other talent teams to be the secretary-general of the rural development organization, it will continue to export a large amount of information resources to agriculture as "excellent" and organically. Embedded in the agricultural field to carry out product poverty alleviation work. Due to the implementation of the management mechanism for the first secretary to be stationed in the long-term management work, the party members and cadres stationed in the village are not only the government's industrial policy implementation agencies, but also the guides who cultivate and attract more information "elite talents", who can use the power resources of individuals in society, social resources, knowledge resources, and information technology resources are used in the product development process, and the interpersonal transmission chain with information technology "elite talents" as the core content is more perfect, thus realizing the two-way flow of personnel, information technology, and funds in urban and rural areas., and thus drive the development of rural development productization. The second is the introduction of an independent third-party evaluation system in the decision-making process of industrial projects. Through the construction of a third-party enterprise network information personnel system consisting of leading groups, community intermediaries, agricultural technology professionals, the first secretary in the village, assistance staff, village cadres, and representatives of the masses, etc. Assist the market demand, variety selection and planned layout of industrial construction projects under the leadership. By using a third-party organization relying on interpersonal transmission and with information technology "elite" as the core organization member as the main review and decision-making process of industrial construction projects, scientific and accurate information can be passed through the information among decision-makers and grass-roots front-line participants. The two-way flow of bridges can improve the scientificity and success rate of industrial project establishment.

4.3. Build An Industrial Cluster Model and Strengthen the Ability of Enterprises to Integrate Information

One is to promote the moderately standardized development of the industry. Guide rural information "elites" such as emerging professional farmers and returning home to start businesses to devote themselves to the production management of platform companies, transfer some farmers' land to platform companies for large-scale planting, and discuss the formation of "e-commerce + production base + Farmers' "enterprises + cooperatives + farmers" and other partnerships and a more effective interest linking mechanism, give priority to the platform companies operating on a large scale in the agricultural product market to give preferential policy support such as scientific and technological guidance, financing and credit,

agricultural machinery operations, and the introduction of new agricultural varieties. In order to promote the comprehensive integration of rural agricultural information resources. The second is to establish an e-commerce technology company, which promotes the company's internal management level. With the help of the comprehensive demonstration construction of the national e-commerce advanced service rural system, through the cooperation model of "government-funded purchases and third-party companies provide services", local e-commerce business groups are recruited for professional operations, and platform companies are provided with information transportation storage, product planning, production and sales connection, financial consulting and other services, promote platform enterprises to enter the fast lane of development through e-commerce, and further enhance platform enterprises' technological innovation, product competitiveness, and information system integration strength. The third is to form an agricultural supply chain based on platform companies. Through inclusive government support measures such as industrial development awards and subsidies, the cluster development mode of "large enterprises + farmers" is formed, and the demonstration and leading function of large industrial companies is actively used to reduce the communication barriers between upstream farmers and upstream and downstream enterprises. , to form a modern agricultural industry cluster with highly specialized division of labor and vertical and horizontal connections.

5. Conclusion

We are currently in a historical era where China's poverty alleviation campaign and the new rural revitalization strategy are effectively linked. As a huge driving force for China's rural industrial development in the new era, information industry poverty alleviation is increasingly important in the construction of industrial development assistance mechanisms. Therefore, according to the problems of information poverty alleviation existing in various stages of China's rural industrial development, a mutual promotion model and path of "information poverty alleviation + industrial poverty alleviation" has been formed, which is conducive to the comprehensive enjoyment of "digital dividends" by poor groups and the comprehensive promotion of rural industrial revitalization by local people's governments.

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