

Research on the Combination of Ba Chu Art and Internet Plus in the Background of AI

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Abstract: AI can effectively promote the combination of Bachu art and the Internet plus. In the context of AI, Bachu art and Internet plus can be carried out in the new media, Internet banking, Internet commerce platform, sharing economy, block chain and so on. Bachu art can be displayed, spread, promoted and socialized through new media. Financing through the Internet financial platform can solve the problem of insufficient funds in the development of Bachu art. With the help of big data of online business platform, we can timely adjust the production of Bachu art products. There are many resources in Bachu art that can be effectively utilized in the form of sharing economy. We can use block chain technology to record and store all kinds of information in Bachu art, and provide basic carriers and Internet plus ecological interfaces from the media, social, financial, educational and other ecological industries chain.

Keywords: Bachu art, Internet plus

1. Foreword

"Internet plus" is the new form of Internet development under the innovation 2. It is the evolution of the Internet form promoted by the innovation 2 of knowledge society and the new form of economic and social development that has been spawned. Popularly speaking, Internet plus is the "Internet plus all traditional industries", but this is not simply a combination of the two. It is the use of information and communication technology and the Internet platform to enable the Internet to merge with traditional industries in depth and create new development ecology.[1]

In recent years, the improvement and development of AI technology has made the Internet plus means more and more abundant. As a distinctive regional art, Bachu art needs to develop innovative development by means of "Internet plus". AI can effectively promote the combination of Bachu art and the Internet plus. In the context of AI, it is particularly necessary to combine Bachu art with "Internet plus".

2. The Combination of Bachu art and New Media

Under the "Internet plus" ecosystem, the influence of traditional media is fading away, and the rise of new media forces is replaced. Representative ones include: We Media, social media, personalized information media, webcast media, etc.[2]

The emergence of we media is a subversion of the traditional media communication mode. We media has broken the monopoly of traditional media on information communication. Information is mainly personal communication. Everyone has a microphone, everyone is a reporter, and everyone can become the center of communication. Currently, influential media mainly include big V, official account and personal push number. Bachu art can be displayed, spread and promoted through self media. There are three ways to combine with we media. First, the dissemination of Bachu art information with the help of we media with many fans and attention. Two, the official account of Bachu art is publicized in academia and the public. Third, use the personal numbers of protectors and researchers of Bachu art to push.

The functions of social media and we media overlap to some extent, but social media focuses more on the interaction and communication between individual users. At present, the most successful social media are undoubtedly QQ and wechat produced by Tencent. Whether in terms of the number of users or market value, it can be called a giant in the industry. The Internet industry is an industry with a high

degree of Matthew effect. The strong are always strong and the giants take all. QQ and wechat are undoubtedly the best choice for the combination of Bachu art and social media. In fact, this combination has been carried out consciously or unconsciously when we carry out the research and protection of Bachu art. We transmit various documents of Bachu art through QQ, voice, photos and short videos through wechat, and share various information of Bachu art through a circle of friends.

Personalized information media is most typical of "station B". "Station B" was initially just a network platform for a group of animation lovers to communicate. However, with the rise of network culture, "station B" has gradually become a personalized information platform for "post-90s" and even "post-00s", which has a great influence on teenagers. "Station B" is full of topics most concerned by teenagers, the most popular terms and the most two-dimensional stories. It caters to the personalized needs of teenagers with its unique personalized information strategy. Bachu art can learn from the operation mode of station B, establish personalized information media and pay attention to personalized needs.

The tiktok live media are representative: Kwai live, watermelon video, jitter, fast hands, etc. These live media mainly open rooms for video live broadcasting through the so-called "anchor", and also have certain social functions. Inheritors and researchers of Bachu art can register on these platforms and become anchors to broadcast live videos of the production process of Bachu art and various Bachu art activities.

Artificial intelligence technology can help Bachu art create more diversified new media. For example, the widely used virtual intelligent role. This is the image created by using virtual technology in the network scene. We can design the virtual intelligent role of Bachu art.

3. Combination of Bachu art and Internet Finance

Internet finance is one of the most important contents under the "Internet plus" ecosystem. As a financial innovation, the state is also strongly supporting and developing it. In the past few years, Internet finance has experienced a wave of barbaric growth, mixed with good and bad. Internet finance not only brings great convenience to our life, but also has many problems. Among them, there are excellent internet financial platforms such as Alipay, WeChat wallet, Jingdong finance, Baidu finance and so on. There are also a number of problem platforms such as Qian Bao and Shan Lin finance. Many investors have suffered property losses. But Internet finance itself is not wrong. Internet finance is a new financial form and a trend of future development.

Mobile payment means such as Alipay and WeChat can use mobile phone to complete payment and collection, and do not need cash to save transactions. It saves a lot of trouble and greatly facilitates people's daily life. Alipay, WeChat wallet, Jingdong finance, Baidu financial and other Internet financial platform also provides a lot of investment, financing, lending channels, more flexible and convenient than banks, bringing convenience to individuals and enterprises.[3]

There are many projects with development value and rich returns in Bachu art, but they can't be started because of lack of funds. Now, we can finance through the Internet financial platform. There are three ways of financing. First, release some development projects of Bachu art as a loan project, raise funds and give investors a certain risk return at the end of the project cycle. Second, the development project of Bachu art is designed into a joint-stock system. The funds invested by investors are converted into certain shares, participate in the project, pay long-term dividends, and enjoy certain privileges of the project. Investors can also transfer their shares to others on the platform. Third, develop products through crowdfunding. For example, Tujia brocade scarf first publishes the product price on the crowdfunding platform, carries out crowdfunding, people subscribe and pay, and then uses these funds to produce Tujia brocade scarf and deliver it within the specified time.

Financing through the Internet financial platform can raise a large amount of funds in a short time to solve the problem of insufficient funds in the development of Bachu art. As long as there are good projects, we are not afraid to find investors. On the Internet financial platform, everyone may not invest much money, but the audience is wide and not specific, the number of investors is large, and the financing scale can not be underestimated.

Artificial intelligence technology can help Bachu art make decisions and judgments on Internet finance. It can generate appropriate financial strategies and product combinations according to the needs of Bachu art.

4. Combination of Bachu art and online business platform

After years of development, e-commerce platform has been more and more accepted by people. Unconsciously, people's consumption habits have also changed greatly, and they are more and more dependent on e-commerce platform. The e-commerce platform makes shopping more convenient, sales broader, and production more efficient and targeted. At present, the platform of Internet commerce is the main body of the "Internet plus" ecosystem, carrying the core economic function of "Internet plus" ecology, and is also the most competitive field.

In the process of the development of the Internet, there have been countless online business platforms. After these years of cruel competition, most of them have been eliminated. At present, the e-commerce platform is still in the situation of multi-party scuffle. Taobao, tmall, jd.com, Suning Tesco, pinduoduo, etc. have a large volume. These e-commerce platforms not only carry out fierce competition, but also have their own emphases, forming differentiated development strategies. Both Taobao and tmall belong to Alibaba group and occupy the largest market share. Taobao focuses on civilians and tmall focuses on high-quality products. Jingdong ranks second in market share, focusing on authentic products. Suning Tesco is transformed from the electrical mall. Its advantage is that it has many physical stores and the integration of online and offline sales. Pinduoduo focuses on cheap, ultra-low price and general commodity quality.

Bachu art products have been sold through the online business platform for a long time. This is also a good aspect of Bachu's art and Internet plus. Searching for Bachu art on Taobao, there are thousands of product information listed, covering all kinds of handicrafts. The monthly sales of many Bachu art products have reached thousands, which shows people's love for Bachu art. The online business platform provides a sales channel for Bachu art products. Even Bachu art in remote areas can be sold nationwide and even globally. As long as you win people's love, you don't worry about sales.

In the context of artificial intelligence, it would be too wasteful to only use the e-commerce platform as a means of sales. Under the "Internet plus" ecosystem, there are more ways to integrate Internet business platform. For example, with the help of artificial intelligence technology and big data of e-commerce platform, we can timely adjust the production of Bachu art products and carry out targeted production according to the types, styles and styles preferred by customers. The customization service of Bachu art products can also be opened on the online business platform. The information customized by customers on the platform and background data can be directly sent to the production end, effectively reducing intermediate links. On the e-commerce platform, customers can also pay attention to the shops of Bachu art products, accept push information, conduct interactive communication, etc.

5. The Combination of Bachu art and Sharing Economy

Shared economy is the most popular outlet in the Internet plus ecosystem in the past two years. For a time, various projects under the banner of sharing economy appeared one after another, seizing the opportunity of the Internet outlet. There is a law in the development of the Internet. The survival rate of a large number of projects that appear first is far greater than that of projects that appear later. A large number of venture capital and angel investment funds have also been invested in the field of sharing economy, looking forward to the huge return after seizing the market.

The core idea of sharing economy is to share idle resources to people in need with the help of modern information technology and Internet Ecology. What is the difference between sharing economy and traditional leasing industry? The most critical point is the utilization of idle resources in the sharing economy, which improves the utilization rate of resources, effectively saves, reduces waste, and is economical and environmentally friendly. Measured by this standard, many current sharing economy projects are just traditional rental industries under the banner of sharing economy. For example, the very popular bicycle sharing project is actually a bicycle rental business. Because it did not use idle resources, but produced many brand-new bicycles at any cost, put them everywhere and rent them to people. This not only failed to achieve the purpose of saving and environmental protection, but also caused a great waste of resources. It even brings various problems, such as disorderly parking, obstruction of traffic, disorderly management, road occupation and operation. For another example, the shared room project is actually a hotel, and the shared computer project is actually an Internet cafe.[4]

Is there a real project of sharing economy? The answer is yes, for example, Didi takes a taxi. Nowadays, the number of cars in China is very large, and many families have more than one car. These

cars are a huge waste when they are idle. At the same time, many people's traffic needs can not be met. Didi taxi connects the idle automobile resources with the huge traffic demand by means of the Internet, and solves many problems.

Under the background of artificial intelligence, there are many resources in Bachu art that can be effectively utilized in the form of sharing economy. For example, some Bachu art centers have more idle time, and there is a strong demand for characteristic experience tourism in the society. We can package and build these Bachu art resources into shared tourism projects for the public. It not only solved the idle problem of Bachu art resources, promoted and expanded the influence of Bachu art, but also met the needs of people for a better life and brought considerable economic benefits. In this way, the inheritance and development of Bachu art can a better virtuous circle.

6. Combination of Bachu art and blockchain

Block chain broke out in the second half of 2017, and is the latest "Internet plus" ecosystem. In fact, blockchain technology has been researched and developed by professionals for a long time, but the general public has never heard of it. What really makes blockchain technology popular and well-known is the emergence of bitcoin.

In 2008, a man named Nakamoto Cong published an idea about digital currency on a very small programmer forum and wrote the corresponding program. He named the digital currency bitcoin. In his vision, bitcoin adopts blockchain technology, anonymization of transactions, high security and decentralization. During bitcoin transaction, it will broadcast to all computer nodes in the network. Each computer node will record the transaction, and each computer node has the same ledger backup. If you want to tamper with the transaction data, you must change the recorded information in all computers, which is obviously impossible, so the security is high. There is no central node like bank in the transaction, which is called decentralization. This distributed recording technology is blockchain technology.[5]

At first, bitcoin was a small game played by a few programmers. Bitcoin had no real value. With the entry of hype capital, the price of bitcoin has risen violently. In less than 10 years, it has been hyped from less than US \$0.00001 to nearly US \$8000. At the highest time, it was close to US \$20000, and the price has increased millions of times. In front of huge profits, capital from all parties entered one after another. For a time, various projects similar to bitcoin were launched one after another, and various tokens emerged one after another. Everyone wants to make a lot of money in this game, and then walk away. All kinds of chaos, fraud and crime are wildly staged in this virtual digital currency world. This seriously threatened the stability and prosperity of the real society. Therefore, the state made a heavy blow and banned these token items in time in September, avoiding more people's property losses.

Issuing tokens is illegal, but blockchain technology is innocent. The state also strongly supports blockchain technology. At present, among blockchain technology patent applications, China's Internet enterprise patents account for the vast majority, of which Alibaba ranks first in the world. This also reflects the leading blockchain technology in China.

Bachu art and blockchain can be combined in many ways. First, the distributed recording technology of blockchain is used to record and store various information of Bachu art. This distributed recording reduces the access pressure of central recording and improves the security and access efficiency. Two, we can develop a public block chain of Bachu art, providing basic carriers and Internet plus ecological interfaces from the media, social, financial, educational and other ecological industries chain, and better support the development and protection of Bachu's art.

7. Future Prospects

With the development of AI technology, the ecology of "Internet plus" is also constantly enriched. Every day there will be new things. The hot spots of Internet plus are always changing. In this wave of "Internet plus", Bachu art is inevitably involved in whether it wants to or not. Researchers and protectors of Bachu art should embrace their embrace and boldly embrace the Internet plus. It will bring us more opportunities, better development and better tomorrow!

Of course, there are also some negative things in the development of Internet plus, such as Internet fraud, information leakage, hacker attack and so on. We should pay attention to the technology of "Internet plus", which is reasonable and lawful, and make it serve the inheritance and development of

Bachu art. Bachu art must be down-to-earth in the process of integrating with the Internet plus. Avoid ambitious, hype concept and blind advance. Bachu art, as a pearl in the treasure house of cultural heritage, will make brilliant light in the "Internet plus" ecosystem by making good use of its resources and advantages.

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