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Digital Economy and Common Prosperity: Theoretical Logic, Practical Challenges and Practical Paths

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Abstract: *The development and expansion of digital economy has laid a solid material foundation for realizing common prosperity. However, the digital economy is also facing many challenges, such as accelerated monopolistic competition in the platform economy under the logic of capital, the paradox of subjectivity and unequal production relations in the process of digital labor, the digital divide that prevents the disadvantaged groups from sharing the digital dividend, and the increasing polarization effect in the distribution of wealth. Therefore, to give full play to the digital dividend, it is necessary to increase the anti-monopoly governance of the platform economy to prevent the uncontrolled expansion of capital; to build a people-oriented digital economy value; to promote the coordinated development of urban and rural areas and regions, so that the people can share the dividend of digital development; and to release the digital dividend through the organic combination of the government and the market.*

Keywords: *digital economy; common prosperity; platform monopoly; digital divide; digital labor*

1. Introduction

The report of the Twentieth Party Congress states: "Common prosperity is the essential requirement of socialism with Chinese characteristics and a long-term historical process."[1] The aim of common prosperity is to realize that all people can build and share increasingly rich material and spiritual wealth in the context of high-quality development. Marx regarded a change in the means of production as a milestone in the transformation of the productive forces, stating in The Poverty of Philosophy that "social relations and the productive forces are closely linked. With the acquisition of new productive forces, people change their mode of production, and with the change in the mode of production, i.e., in the way of earning a living, people change all their social relations."[2] With the advent of the fourth industrial revolution, the digital economy, represented by a new generation of information technology such as cloud computing, big data and artificial intelligence, is becoming a new driving force for productivity growth.

General Secretary emphasized that "the new round of scientific and technological revolutions and industrial changes have given a strong impetus to economic development, and have also had a profound impact on employment and income distribution, including a number of negative impacts, which need to be effectively dealt with and resolved".[3]Data elements are naturally characterized by strong permeability, non-exclusivity, borderlessness and the ability to be used by multiple parties. Data elements, which are naturally characterized by strong permeability, non-exclusivity, borderlessness and shared use by many parties, are becoming a new driving force for social wealth creation, thus bringing new opportunities for all people to share the dividends of digital economic development and realize common prosperity.

It should be noted, however, that the digital economy, with data as its core element, does not necessarily lead to common prosperity. The scientific and technological revolutions that originated in the West and the Western countries that still lead the scientific and technological tide today have not realized common prosperity in the course of the scientific and technological revolutions and the great development of productive forces, but have created a huge social divide and the problem of the wealth gap, which is impossible to be eradicated. Similarly, the real-life problems of platform monopoly, digital labor exploitation and digital divide brought about by the change in the mode of production brought about by the data factor fully demonstrate that the study of the data factor should not only focus on its important role in the new quality of productive forces, but also on the issue of production relations behind it.

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Therefore, based on the perspective of Marxist political economy, this paper clarifies the inner mechanism of the digital economy to promote the common prosperity, points out its realistic dilemma and puts forward corresponding solutions. This will not only give us a clearer insight into the multiple relationships between digital economy and common prosperity, but also is the starting point and the landing point of this paper.

2. The theoretical logic of digital economy contributes to common prosperity

The prerequisite for the realization of common prosperity is a solid material foundation with advanced productive forces. "The sum of the productive forces attained by people determines the social situation."Marx believed that the high degree of development of productive forces is a necessary condition for common prosperity and that the full accumulation of material wealth provides the necessary material basis for common prosperity. Marx believed that highly developed productive forces are the necessary condition for common prosperity, and the full accumulation of material wealth provides the necessary material foundation for common prosperity. With the advent of the digital era, data has become a fundamental resource and an important productive force in the digital economy. As General Secretary pointed out, "the development of digital economy is of great significance, and it is a strategic choice to grasp the new opportunities of the new round of scientific and technological revolution and industrial change."The Digital China Development Report (2022) released by the State Internet Information Office (SIIO) points out that China's digital economy will reach 50.2 trillion yuan in 2022, the second largest in the world. The Digital China Development Report (2022) released by the State Internet Information Office points out that China's digital economy will reach 50.2 trillion yuan in 2022, ranking second in the world, with a nominal year-on-year growth of 10.3%, and raising its share of GDP to 41.5%.

In 2020, the "data" factor is officially defined as a new type of production factor in the Opinions on Building a More Perfect Institutional Mechanism for Market-based Factor Configuration, which participates in the creation of social wealth together with factors of production such as labor, capital, and land, and is able to penetrate into or be applied to all aspects of production, distribution, circulation, and consumption, and solves the information asymmetry problem in each aspect, improves production efficiency, and helps to give rise to a variety of "digital-reality integration" new business forms and new models. It can penetrate or be applied in all aspects of production, distribution, circulation and consumption, solving the information asymmetry problem in each aspect, improving the production efficiency, and helping to give birth to a variety of new business forms and modes of "integration of numbers and realities". According to China Data Factor Market Development Report (2021-2022), in the information transmission, software and information technology service industry, for every 1% increase in data factor input, output increases by about 3%; in the scientific research and technology service industry, for every 1% increase in data factor input, output increases by about 1.57%.

Unlike traditional material resources, data is non-exclusive and renewable, allowing it to be used by multiple subjects simultaneously without mutual exclusion "and at zero marginal cost"[4]It is not consumed once in the process of formation of use value as a means of production. Its participation as a means of production in the formation of use value is not consumed once, but can be reused. The value of use formed by data elements as means of production can be further put into the process of formation of new value of use as new means of data production. For example, on the basis of the existence of a large number of text, image, digital database, the use of artificial intelligence software ChatGPT synthesized text, the previous data elements can still be used repeatedly.

First, from the point of view of the various aspects of social reproduction, in the production process, in addition to the multiplier effect of the traditional factors of production data on the output, big data can also improve the scientific and efficient production decision-making. For example, enterprises can master the social demand information through the consumption of big data to develop marketable products; based on big data to analyze the problems in the process of enterprise management, and then make timely adjustments and scientific planning to improve the science and flexibility of enterprise production decision-making. In the consumption link, consumers can buy products or services on the network platform without leaving home; the network platform can identify and push relevant products or services in time based on consumers' search information, thus improving the consumption efficiency. In circulation, circulation is the centralized manifestation of market exchange efficiency. Through the construction of transportation and logistics information platforms and the interconnection between platforms, the precise tracing and real-time tracking of various products and logistics information can be realized; and through the construction of digital finance, such as digital payment and settlement systems, the synergy among the three streams of information flow, logistics and capital flow can be promoted to

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improve the efficiency of transaction and circulation. In the distribution chain, the universal application of data elements in taxation, social security and other work can greatly improve the accuracy, effectiveness and flexibility of the system's operation and increase the efficiency of national income redistribution[5].

Secondly, from the perspective of workers and consumers, in the process of digital commodity production, ordinary workers and consumers are also directly involved in the reproduction of data elements. For example, in the digital labor process, when take-out workers, online car drivers, and front-line production employees in the platform economy transform data and other means of production into commodities or services, their labor not only realizes the expanded reproduction of value or use value, but also realizes the expanded reproduction of digital means of production. At the same time, the application of AI technology based on data elements not only creates highly skilled jobs such as data engineers who analyze data, calculate data, and operate virtual reality, but also enables middle- and low-skilled people to engage in jobs that they could not do before with the help of AI technology. At the same time, big data can provide instant labor information for both labor supply and demand, improve the matching degree of the labor market, increase employment opportunities, revitalize the labor stock, reduce frictional unemployment, and then provide effective assistance for the realization of common prosperity.

Thirdly, the digital economy has the significant advantages of inclusive growth and income inclusion. With the popularization of the mobile Internet and the development of digital financial inclusion, more and more producers and individual residents can enjoy the dividends of digital economic development, solving the problems of commodity sales, capital financing, flexible employment and income sharing. "Letting hundreds of millions of people have a greater sense of gain in sharing the fruits of Internet development" is precisely the rightful meaning of solidly promoting common prosperity.[6] The principle of shared development should be further adhered to, so that disadvantaged groups could have equal opportunities for development, the digital capacity building of small and medium-sized enterprises should be accelerated, and the relationship between the development of the digital economy and the building of society and people's livelihoods should be harmonized, so as to continuously narrow the income gap through inclusive growth. At the same time, the digital economy is promoting the further equalization of basic public services, including education and medical resources, through the integration of "data elements x" education, medical care and culture.

Fourthly, the digital economy has narrowed the income gap between urban and rural areas, accelerated the integrated development of urban and rural areas, and created important opportunities for common prosperity. The report of the 20th CPC National Congress pointed out that "the most arduous and burdensome task in building a modernized socialist country is still in the countryside", and the improvement of rural informatization is an important means to help revitalize the countryside. The digital economy, by driving the digitalization of agriculture and rural areas, provides new impetus and new paths to establish a new type of rural-urban relationship between workers and peasants that promotes the mutual interaction of workers and peasants, and the complementation of urban and rural areas, and the coordinated development and common prosperity of both. The digital economy, by driving the digital development of agriculture and rural areas, provides a new impetus and a new path for establishing a new type of urban-rural relationship between workers and peasants, complementing each other, coordinating development and common prosperity. Specifically, the new forms and modes of the rural digital economy have continued to grow, rural e-commerce has flourished, and rural digital financial services have been improved. "As of June 2023, China's rural online education users amounted to 67.87 million, with a penetration rate of 22.5%; rural online medical users amounted to 68.75 million, with a penetration rate of 22.5%; and rural online medical users amounted to 1.5 million, with a penetration rate of 1.5 million. As of June 2023, the number of rural online education users will reach 67.87 million, with a penetration rate of 22.5%; the number of rural online medical users will reach 68.75 million with a penetration rate of 22.8%. At present, 5G network covers all prefecture-level cities and counties, realizing "5G in counties", and rural network infrastructure basically realizes full coverage, and rural residents have access to more convenient public services brought by the development of digital economy through the Internet. The digital economy has greatly improved the efficiency of agricultural production and increased the added value of agricultural products by embedding it in agricultural production and operation activities, and promoted the comprehensive change of agricultural production and operation and sales, such as in the face of the problem of stagnant sales of agricultural products, the governor of the county has brought the goods, e-commerce to the countryside, and the AI has contributed to the power of assisting the farmers. The application of digital economy has eased the information asymmetry between urban and rural areas, so that farmers can enjoy the "digital dividend" without leaving their homes.

ISSN 2706-6827 Vol. 6, Issue 10: 85-93, DOI: 10.25236/IJFS.2024.061013

3. The practical challenges of advancing common prosperity through digital economy.

3.1. Platform economy accelerating monopolistic competition under the logic of capital

In the development of the digital economy, the data factor is a new factor of productivity that dynamically improves the ability to produce use value and has an obvious multiplier effect on labour productivity, naturally enabling the enterprises that utilize the data factor the most - the platform enterprises - to generate excess surplus value. As Lenin pointed out, the monopoly capitalist's "monopoly position can provide excess profits, i.e., additional profits over and above the general, normal capitalist profits of the world".[7]The platform economy has emerged as more and more economic activities are connected to digital platforms. As more and more economic activities are connected to digital platforms, there is a trend towards "platformization", and the platform economy has emerged as a result. The platform economy, with its characteristics of linking multilateral users and "decentralized" network organization, is prone to monopoly phenomena.

Through his theoretical analysis of capital accumulation, Marx pointed to the polarization of labor and capital incomes in industrial capitalist society - the law of relative surplus-value production in capitalist society continually "governs the accumulation of poverty which corresponds to the accumulation of capital.In digital capitalist societies, the two-way reinforcement of platform development and capital concentration has led to the expansion of this monopoly from the monopoly of physical means of production to the monopoly of digital information. Platform capitalist enterprises that occupy a monopoly position often regard user data as an important means of production, and realize the division of market share through the development of platforms and the concentration of data. Based on this, laborers in the platforms serve capital accumulation through content creation or data processing, but the price of labor (wages) is much lower than the price of products, and profits are captured by capitalists.

The development of the platform economy relies on the advantage of scale, and the concentration of capital supports the development and growth of Internet platforms, shaping them into more complete "data extraction devices". Monopoly capital redistributes profits and incomes by virtue of high market concentration, preying on both non-monopoly producers and consumers. The network effect of the platform economy makes producers and consumers interact with each other, and the "snowball" effect of mutual absorption leads to the rapid expansion of the platform economy[8].The more users access the platform, the more users the platform enterprise can have, and then extract and grasp more user data. The more users access the platform, the more users the platform enterprise can have, and then extract and master more user data. The competition among platform enterprises often shows a competitive situation of the strong getting stronger and the weak getting weaker in the end, and the growing platform enterprises can continuously occupy more market share and master more user data, and eventually obtain the monopoly position of "winner-takes-all" in the competition, which will harm the interests of consumers, inhibit the vitality of innovation, and impede the realization of the common wealth. The realization of common prosperity will be hindered by the suppression of innovation and vigor.

3.2. Paradoxes of Subjectivity and Unequal Production Relations in Digital Labor Processes

In the digital capitalist society, the changes in the relationship between labor and capital have made the control, division and exploitation of labor by capital more hidden and in-depth, instead of the superficial interaction and equality. The paradox of the subjectivity of digital labor is mainly reflected in the fact that, on the one hand, digital labor offers the possibility of moving towards a flexible, free, creative and participatory subjective practice; on the other hand, digital laborers are subjected to the alienation of the subject through hidden exploitation and legal discipline[9]. This paradox is rooted in the digital labor relations under the digital capitalist mode of production, in which the domination of the logic of capital over human personality deepens the alienation of subjectivity. The root of this paradox lies in the digital labor relations under the digital capitalist mode of production, in which the domination of the logic of capital over human personality deepens the alienation of subjectivity.

In Marx's view, the labor process is a productive transformation process of processing raw materials, in which the double transformation of labor and technology is realized. Digital labor, as a new type of labor form, is not only a product of the transformation of the capitalist mode of production to digitalization, but also a form of labor that is compatible with the essential provisions and special functions of digital capital. While providing convenience for people's production and life, this form of labor has also generated a series of labor alienation problems, including the alienation of the relationship between digital workers and their own freedom of subjectivity, and the alienation of the relationship

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between digital workers and digital platforms. Whether it is the laborers who provide or consume data, or the engineers or analysts who process data, they all need to master the technology or skills related to the application or development of data. Workers who use data programs or software to provide or consume data may seem to be doing simple work that can be done instantly with just a "finger" or a "mouse," but they also need to master certain digital skills and achieve a certain level of proficiency. The mastery of data technology data engineers and data analysts labor is more complex labor, and because "more complex labor is just multiplied or not as many times as the simple labor". (b) In this process, the workers themselves have access to only a limited amount of information that they can gather on their own, and lose access to the full range of digital means of production. Under the flexible labor model and algorithmic control of crowdsourcing, these low-skilled laborers develop a deeper affiliation with capital. The false sense of freedom and limited access rights in the process of digital labor have created an illusion that the worker is an independent individual producer, and the pleasure has overshadowed the exploitation, and at the same time constructed the mechanism of "consent", emotional ties, and "soft" bundles in digital labor, "soft" bondage[10].

The blurring of the boundaries between work and leisure integrates everyday life into the production of surplus value. In Capital, Marx defines absolute surplus value as surplus value produced by extending the working day under the condition that necessary labor time remains constant, and that "it is inherent in capitalist production to occupy labor for 24 hours a day and night". In the digital capitalist society, the development and application of information and communication technologies have made the production of absolute surplus value by capital more hidden than before, and the control of capital over labor has been extended to daily life, reinforcing the subordination of labor to capital. The boundary between the working day and the non-working day has become increasingly blurred, and free time has been encroached upon by productive time.

The capitalist's control over the worker is ostensibly weakened by the increased flexibility of labor, but in essence it tends to be strengthened by the increased power of covert technological control. For example, the "rider trapped in the system" has emerged in the organization of production.[11]The reason why takeaway riders feel "free" in their work is that, in addition to the freedom of commuting, it is largely due to the invisibility of their management. The reason why takeaway riders feel "free" in their work is that, in addition to the freedom of commuting time, it is to a large extent due to the invisibility of their management. On the one hand, after the redistribution of control by the platform company, the platform system and consumers have replaced the platform company in the management of riders. The platform company seems to give up its direct control over the riders, but in fact, it has diluted the employer's responsibility; labor conflicts have also been shifted to the platform system and consumers accordingly.

Other riders who labor in the established spatial and temporal planning will only take the quantitative control (estimated time, route navigation) as a means of urging and assisting themselves to complete the delivery task and obtain delivery wages. In this sense, invisible control undoubtedly diminishes the willingness of riders to resist, the[12].

3.3. The digital divide prevents marginalized groups from sharing in the digital dividends

There is significant heterogeneity in the impact of the digital economy on shared prosperity. The "digital divide" is characterized by regional, urban-rural and labour disparities. It has been shown that the digital economy can promote common prosperity through participation and development sharing, but the income-generating gains of the digital economy for low-skilled, rural, western and north-eastern groups in non-conventional tasks are not significant due to the impact of the "digital divide"[13]. The digital divide has led to significant differences in access to and use of digital technologies across regions and groups. The digital divide has led to significant differences in access to and use of digital technologies across regions and groups, which has not only exacerbated economic disparities between regions, but also deepened socio-economic inequalities between urban and rural areas and between different income groups. The existence of the digital divide limits the spread of the digital economy, especially in rural and remote areas, which directly affects its contribution to shared prosperity. The digital divide weakens the formation and expansion of social networks and limits the ability of individuals to access information, education and employment opportunities, thus affecting the overall well-being of society and the equalization of economic opportunities.

The existence of the digital divide has deprived some disadvantaged groups of the opportunity to share the digital dividend, and these disadvantaged groups have been called the "information poor". In the digital capitalist society, Marx's theory of relative surplus population and industrial reserve army is still applicable, but the phenomenon of "poverty of industrial reserve army" has a new character, which

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mainly manifests itself in the "information poverty" of industrial reserve army and active army, i.e. the lack of information possessed by the laborers and their weak ability to use information. The main manifestation of this phenomenon is the "information poverty" of the industrial reserve army and the active army, that is to say, the scarcity of information possessed by the workers and their weak ability to utilize information. For example, compared with the information abundance of platform organizations, riders and customers can be regarded as "information poor", and this type of "information poor" has two typical manifestations in the process of production and consumption: one is "doing things according to instructions", and the other is "doing things in accordance with instructions", and the other is "doing things according to instructions". The first is to "follow instructions", and the second is to passively accept "big data to kill familiarization".[14]The current "industrial reserve army" has been transformed from a predominantly low-wage workforce of women and children in the era of machine-based industries to individuals with digital information production capacity in the Internet space. Such users often provide a great deal of valuable digital content to the capitalists on the platforms without being paid for it. This allows capitalists to absorb more digital information and cheap digital labor at nearly zero cost, and exposes the current industrial army to the crisis of "labor surplus" and possible obsolescence. Whether it is the industrial reserve army or the active army, what they have in common is that they directly or indirectly take on the role of producers and disseminators of digital information in the process of digital capital operation, while at the same time it is difficult to have more information and utilize digital technology, and unable to share the dividends of growth brought by the digital era.

3.4. The polarization effect of wealth distribution is becoming increasingly prominent

In the digital age, the disparity between the rich and the poor in terms of the amount of information possessed by workers and capitalists, and the disparity in their ability to utilize that information, have contributed to the accumulation of wealth among capitalists and the accumulation of poverty among workers, where "poverty" is the dual predicament of "information poverty" and material poverty. Capitalists usually have more resources and access to information, including market trends, investment opportunities and technological advances. In contrast, workers often lack access to such information, which limits their ability to make appropriate economic decisions. At the same time, unequal access to information and differences in the ability to process it have led to capitalists being able to make more effective use of information to increase their own wealth, thus exacerbating the polarization of incomes. On this basis, when we go deeper into the field of distribution, we will find that the "poor" in the digital means of production are also in a relatively disadvantaged position in the distribution of the income from digital productivity products, i.e., the income from data, which is obviously contrary to the goal of common prosperity. Through technological innovation, cross-network effect of platforms and market scale advantages, digital enterprises are rapidly growing into giant enterprises with the help of domestic or international capital markets, and their entrepreneurs and top managers receive huge compensation, thus forming the "Piketty effect" in income distribution. In the United States, for example, in terms of the ranking of enterprise market capitalization, giant digital enterprises such as Amazon, Google's parent company, Facebook and so on occupy the forefront, and most of the actual owners of these digital enterprises have become the richest 1 per cent of the group, and the scale of their wealth even exceeds the scale of the GDP of some countries.

In the process of digital labor, workers participate in the expanded reproduction of both commodities and means of data production; consumers are not only purchasers of digital goods and services, but also producers of part of the means of data production. Therefore, the capital owner not only obtains the value through the commodity transaction, completes the value compensation for the expansion of reproduction, but also possesses the data production means created by the laborers and consumers without compensation, strengthens the base of production means for the expansion of reproduction. Without data rights, the process of production and accumulation of digital commodities will inevitably lead to increased polarization and inequality between capital owners and workers, as well as unfair distribution between capital owners and consumers.

4. Practical Paths for the Digital Economy to Enable Shared Prosperity

4.1. Intensifying anti-monopoly governance of the platform economy to prevent capital from expanding arbitrarily

General Secretary emphasized: "We must correct and regulate acts and practices that harm the interests of the public and impede fair competition in the process of development, prevent

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monopolization of platforms and disorderly expansion of capital, and investigate and deal with monopolization and unfair competition in accordance with the law." The second centennial goal should be pursued. With a view to the second centennial goal, China should give full play to the positive role of the platform economy in raising productive forces, while at the same time giving full play to the systemic advantages of a socialist country and resolutely curbing the disorderly expansion of capital. In this regard, we should take the platform monopoly problem of developed capitalist countries as a warning, deeply understand and grasp the characteristics and behavioral laws of capital in the socialist market economy, and promote the anti-monopoly governance of China's platform economy, especially by regulating the financial system, in order to realize the healthy development of the platform economy.

Deeply understand the characteristics of platform capital and prevent the disorderly expansion of large platform capital. At present, China's large-scale platform capital utilizes its own market advantages to restrict or exclude competition, constantly squeezing the living space of other capitals. At the same time, large-scale platform capital also expands into education, medical care and other fields that are related to the national economy and people's livelihood. The expansion of large-scale platform capital into the financial sector carries potential financial risks. At present, China has issued the "Anti-Monopoly Guidelines of the Anti-Monopoly Committee of the State Council in the Field of Platform Economy", "Opinions of the National Development and Reform Commission and Other Departments on Promoting the Standardized, Healthy and Sustainable Development of the Platform Economy", etc., which have strengthened the supervision on the mergers and acquisitions of large-scale platform enterprises such as the concentration of operators and increased the intensity of the anti-monopoly penalties on large-scale platform enterprises, which have produced a certain supervisory and inhibitory effect. Since the second half of 2021, the concentration of listed platform enterprises in China has declined in the future. In the future, China should strengthen the supervision of the industry and curb the barbaric growth of large platform capital.

4.2. Constructing a human-centric digital economic value system

Although the data used by the platform system for management is objective, it is profit-oriented. Platform systems are not objective and neutral "managers", and behind digital platforms there is capital manipulation. The content of social media and shopping sites is pushed according to the preferences and habits of the audience and people are trapped in a "cocoon of information". To avoid becoming a "digital refugee" under the Internet platform, consumers and workers alike must see the potential dark side of data, be wary of capital manipulation behind digital technology, and resist data infringement by platform companies. The digital economy should be made to serve the free and comprehensive development of human beings, rather than letting people become slaves of digital technology.

The key to solving this problem lies in returning to Marx's historical materialism and the critical perspective of political economy, and deeply understanding the relationship between digital labor and digital capital. Through the construction of a shared cyberspace and the cultivation of the awareness of digital laborers, we can deal with the drawbacks of digital labor and promote the healthy and sustainable development of the digital economy. It is necessary to improve flexible labor laws and regulations to protect the legitimate rights and interests of platform workers. At present, China has issued the Guiding Opinions on Implementing the Responsibilities of Network Catering Platforms and Effectively Safeguarding the Rights and Interests of Takeaway Delivery Workers and other relevant policy documents. On the new journey of building a socialist modernized country, in order to achieve common prosperity in high-quality development, it is more important to make efforts to improve the employment environment, labor remuneration and welfare protection of platform workers. To this end, it is necessary to strengthen the construction of relevant laws and regulations, implement the main responsibility mechanism in the crowdsourcing model, urge platform enterprises or contracting enterprises to establish a labor compensation mechanism linked to work tasks, labor hours and labor intensity, and at the same time, make efforts to improve the employment situation and social security system of platform workers. China should also strengthen vocational skills training for workers, so that they can adapt to the development of new business models and enhance their labour autonomy in the context of the trend towards flexible and individualized employment[15].

4.3. Promoting the coordinated development of urban and rural areas and regions, enabling people to share the dividends of digital development

The implementation plan on digital economy for common prosperity, jointly issued by the national development and reform commission and the national data bureau, depicts a beautiful blueprint: "By

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2025, the policies and initiatives on digital economy for common prosperity will be continuously improved, positive progress will be made in addressing the disparities between regions, urban and rural areas, groups and basic public services, and the layout of digital infrastructure will be more inclusive and balanced. "The blueprint for the future of digital infrastructure construction will be more inclusive and balanced. In order to achieve this goal, first of all, it is necessary to more actively promote the innovation of institutions and mechanisms for urban-rural integrated development driven by the digital economy, so as to provide institutional guarantees for urban and rural residents to better share the fruits of development and accelerate the process of building common prosperity. Local governments should give full play to their resource endowment based on their own development reality, and fully release the effect of digital economy in promoting the coordinated development of urban and rural areas through up-and-down linkage of comprehensive policy measures, such as promoting the balanced development of urban and rural infrastructure construction, constructing market-led government-guided urban and rural factor interaction mechanism, constructing urban and rural integration platform of big data centers, promoting the construction of risk prevention and control system of digital economy, construction of digital libraries and digital finance of rural and urban areas, as well as promoting the construction of digital financial system of rural and urban areas. The construction of digital economy risk prevention and control system, rural digital library construction and urban-rural sharing of digital finance, etc., will promote a new urban-rural development pattern of information interoperability, resource sharing and complementarity of advantages, so as to reduce the gravitational potential difference between the traditional urban and rural structure and enable urban and rural residents to better share the fruits of development, thus providing systematic guarantee for better exerting the role of the digital economy in narrowing the income gap between urban and rural areas and accelerating the process of building common prosperity.

Secondly, we should emphasize the coordinated development of the popularization and application of digital technology in rural areas, so as to enhance the value of rural human capital and create more possibilities for rural residents to create wealth and raise their income levels. The digital economy reduces the income gap between urban and rural residents through the comprehensive improvement of agricultural and non-agricultural income, but the popularization and application of digital technology in rural areas generally lags behind that in urban areas, thus limiting the effect of the "digital dividend" in rural areas. At the same time, it is necessary to strengthen the education and training of farmers and policy support to enhance digital literacy and digital application ability, empower rural human capital construction to enhance the value of rural human capital, so that the digital dividend can better benefit the majority of rural residents, thus better playing a positive role in narrowing the income gap between urban and rural areas in the digital economy.

4.4. Better unleash the digital dividends through the organic integration of government and market.

The development of digital economy should always adhere to the people-centered value orientation. In the era of industrial economy, the economic function of the superstructure of the capitalist countries was centered on capital multiplication, while the fundamental purpose of production in the socialist countries was to satisfy the needs of all members of the society. Under the socialist system with Chinese characteristics, General Secretary pointed out that the development of the digital economy should adhere to the people-centered development ideology, and "big data should be used to promote the protection and improvement of people's livelihoods", which is the fundamental foothold and starting point of General Secretary on the governance of the digital economy, and is a concrete theory of the nature of Marxist socialism embodiment of the theory of the essence of Marxist socialism[16]The idea of people-centered development is concrete and realistic, not abstract and vague. The idea of people-centered development is concrete and realistic, not abstract and vague, and must be reflected in all aspects of economic and social development and in the practice of better meeting the people's needs for a better life. One of the priorities is to promote more tangible and substantive progress towards the common prosperity of all people.

5. Conclusions

As the wave of digitization continues to advance, education, health care, finance and other fields will inevitably undergo platform transformation. However, under the socialist system, adhering to the people-centered development ideology must prevent the continuous penetration of large-scale platform capital into these fields. We should improve the system related to the development of the digital economy, establish an income distribution system that is compatible with the digital economy, and continuously improve the level of public services. General Secretary pointed out at the 26th meeting of the Central

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Committee for Comprehensively Deepening Reform that it is necessary to "establish a system for the distribution of income from data factors that reflects efficiency and promotes fairness". It is necessary to scientifically define data property rights, better adapt to these characteristics of data by separating the rights to hold, use and operate data, promote the extensive utilization and sharing of data, balance the conflict of interest between original data holders and data processors, and protect the equal rights of capital owners, laborers and consumers by granting them the status and right to obtain corresponding benefits from data production materials.

It is necessary to correctly recognize the dialectical relationship between digital wealth creation and digital wealth distribution, not only to enlarge the digital wealth "cake", strengthen the construction of digital infrastructure, and steadily promote the creation and accumulation of digital wealth; but also to share the digital wealth "cake", and scientifically regulate the distribution of digital wealth. For the polarization that exists in the initial distribution, it is also very important for the government to make use of tax, transfer payment, social security and social assistance and other policy measures to make targeted adjustments. The "visible hand" and the "invisible hand" should be closely integrated to activate the civilized side of capital and prevent the disorderly expansion of capital in order to promote common prosperity.

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