Research on the impact of China's digital economy development on the common prosperity of rural areas

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Abstract: Aiming at the problems such as the overall poor level of rural information development, unbalanced income distribution, digital development, and big difference in production conditions in our country, the theoretical model and evaluation index system of rural digital economy and the common prosperity of rural and rural farmers are established according to the community theory. The relationship and influence mechanism between the two are studied, and methods for promoting the common prosperity of rural and rural farmers are proposed by referring to existing research results. Taking Zhejiang Province as an example, the feasibility of the method is verified. Providing valuable data and evidence has certain reference value to stimulate the endogenous motive force of rural development.

1. Introduction

The digital economy is driving revolutionary changes in society, improving supply efficiency and transforming factor dynamics. As new technologies reshape product and factor markets, the contradiction of unequal income distribution has become increasingly prominent. In order to achieve the strategic goal of common prosperity, it is necessary to study how rural digital economy can promote the revitalization of rural industries and promote the common prosperity of farmers and rural areas.

The socialist economy must have public ownership as its mainstay and must aim at common prosperity. At present, China has gone from common poverty to unequal prosperity, and then it needs to further solve how to move from unequal prosperity to common shared prosperity [1]. Common prosperity is an important starting point and path to meet the people's ever-growing needs for a better life [2]. The rural digital economy takes the digital economic environment as the prerequisite and the digital infrastructure as the development carrier. The digital transformation of agriculture is an important content, and the digital improvement of life is the ultimate embodiment [3]. The Action Plan for Digital Rural Development (2022-2025) clearly states that "developing rural digital economy", digital technology will become an effective engine and continuous driving force for rural revitalization, and there is huge space for digital empowerment for the modernization of agriculture and rural areas. Expanding infrastructure can indirectly improve agricultural production levels [4].

The development of digital economy improves agricultural production efficiency through data-driven technologies such as big data, machine learning and artificial intelligence [5]. Increase paths for information exchange, product trading and service exchange based on digital platforms, creating new economic opportunities for rural areas [6].

Therefore, this study on the impact of rural digital economy on the common prosperity of farmers and rural areas provides theoretical and empirical evidence for the implementation of digital village strategy, and puts forward corresponding suggestions for the country to promote the common prosperity of farmers and rural areas.

2. Concept Definition

2.1 Rural digital economy

Rural digital economy is a new economic form formed by deepening modern science and technology into rural areas. In the process of rural development, advanced technologies such as the Internet, big data, artificial intelligence, and the Internet of Things should be applied to make full use of agriculture-related data to promote innovation and improvement in agricultural production, agricultural product circulation, rural e-commerce, rural finance, rural tourism, etc., improve the interest linkage mechanism between various market players and farmers and rural areas, and ensure that farmers can reasonably share the dividends of digital transformation. Achieve common prosperity.

According to the 53rd Statistical Report on China's Internet Development released by the China Internet Network Information Center, as of December 2023, the Internet penetration rate in China's rural areas was 66.5%, an increase of 28.1 percentage points over 2018. Digital technology has been gradually promoted and applied in agricultural production, rural governance and other fields. However, at present, there is still a big gap between the overall level of rural information development and the city, the application of digital technology in different areas of rural areas is unbalanced, inadequate and other problems, and the transformation and upgrading of rural traditional industries enabled by rural digital economy is restricted to a certain extent. In 2021-2022, the "Digital Village Construction Guide 1.0" and the "Digital Village Standard System Construction Guide" respectively standardize the overall reference framework of digital villages, and standardize the general standard of rural digital economy and management. According to data from the 2023 Communications Industry Statistical Bulletin, the total number of rural broadband users in China reached 192 million by the end of 2023.

With the transition from mechanical and analog electronics technology to digital electronics technology, the mass production and widespread use of digital circuits, MOSFETs (MOS transistors), integrated circuit chips and their derivative technologies, including computers, microprocessors, digital mobile phones and the Internet. Technological innovation has transformed traditional production and business techniques. Digital economy is an economic form formed on the basis of the development of big data technology.

2.2 Common prosperity of farmers and rural areas

To achieve comprehensive and high-quality economic and social development is the long-term plan of the Chinese nation, and it is also a firm ideal of the Communist Party of China since its founding, which regards promoting common prosperity of all ethnic groups in the country as the direction of lifelong struggle. Especially after the 18th National Congress, achieving common prosperity for all the people and a well-off society in an all-round way has become the primary goal of the development of the Party and the country. Common prosperity is a summary of the people's vision for a happy life. The idea of "common prosperity" in our country has a long history, which originates from the idea of "enriching the people first to govern the country" and other national governance ideas, and expresses the desire to realize the ideal of "great harmony" in the Records of the Grand Historian and the Records of Rites.

It is necessary to establish a modern agricultural industrial system, cultivate a group of leading enterprises with international competitiveness, and better serve the development of farmers and rural areas; Strengthen the training and education of farmers, improve their quality and skills, so that they can better adapt to market needs; Increase investment in rural infrastructure, strengthen rural information construction and other aspects of the work.

High-quality development is the premise and guarantee to achieve "prosperity", in order to achieve common prosperity of farmers and rural areas, we must improve the quality of economic development with higher standards. Only by firmly grasping the main line of high-quality economic development, the state optimizes the income distribution structure, improves the social security system, and fundamentally solves the unbalanced and inadequate problems faced by various regions in the current economic development.

2.3 Community theory

After fully studying the polis community thought of Plato, Aristotle and other ancient Greek philosophers, Marx thoroughly criticized the illusory community thought put forward by Hegel, Rousseau and Hobbes, and realized the transcendence of them. The first scientific interpretation of the real community, revealed that the essence of human beings is the real connotation of human community. As Marx said, human society is a process from the lower form to the higher form, and this process is the historical law of the development of human society, which is not diverted by human will. The community accompanying the development of human society has experienced from the natural community to the "illusory community", and gradually entered the "real community". "Community" is a process from low level to high level, which is always consistent with the development direction of human social form. In the pre-capitalist period, human history is in a "natural community", while in the capitalist period, it is in an "illusory community", and only in the communist period can human society move towards a "real community".

The real community is based on the premise of real people, not real interests, and its ultimate value pursuit is to form the association of free people. In inheriting and developing Marx's idea of real community, Tennis clearly explained the concept of "community", pointing out that "the relationship of mutual affirmation of human will and the unity formed by it can be understood as either the real and organic life, or the thought and mechanical form; The former is community; the latter is society." The theory of society conceives of a circle of men who, like a community, live and inhabit together in a peaceful manner, but here they are not in essence united, but separated from each other.

3. Promote the theoretical analysis of common prosperity of farmers and rural areas

3.1 Digital economy promotes high-quality development of farmers and rural areas

The goal of common prosperity of agriculture, rural areas and farmers includes both material and spiritual parts, and requires the long-term coordinated development of rural economy, society, culture and other fields, and ultimately achieve the organic unity of rural production, farmers' life and agricultural ecology. The primary goal of achieving common prosperity for farmers and rural areas is to increase farmers' income, narrow the gap between urban and rural areas, and promote high-quality development, which is a breakthrough to improve labor productivity and achieve common prosperity for farmers and rural areas.

The digital economy promotes the transformation of the rural economy into a smart economy, which can effectively reduce social transaction costs and improve the efficiency of resource optimization, thus promoting the high-quality development of the agricultural and rural economy. The digital economy promotes the optimization of rural industrial structure, changes the traditional development model, weakens urban and rural barriers, and effectively promotes the development of agricultural industry. With the increasing maturity of big data, cloud computing, mobile Internet, Internet of Things, artificial intelligence and other technologies, digital technologies begin to transcend individual consumers or individual enterprises, gradually extend their application fields, and deeply integrate with the real economy, accelerating industrial transformation and technological innovation in the process of data empowering traditional industries (Zuo Pengfei and Chen Jing, 2021). These have changed the nature of rural industries, enabling the application of a large number of digital production tools, expanding economies of scale, and increasing labor productivity.

The digital economy has helped upgrade the consumption structure of agricultural products. The development of economy, the increase of income and the improvement of consumption structure will drive the upgrading of industrial structure. Through the e-commerce platform of agricultural products, an efficient agricultural product logistics system can be built, the production and marketing of agricultural products can be connected smoothly, the economies of scale of users on the demand side can be amplified, the transportation costs of agricultural products can be reduced, the sales volume of agricultural products can be increased, and the income of farmers can be increased. The high-quality development of farmers and rural areas can promote the upgrading of rural industries,

provide more employment opportunities and development space for rural areas, improve the income level of farmers, thereby narrowing the income gap between urban and rural areas, and promote the development of rural consumption demand to a higher level.

3.2 The digital economy promotes rational distribution in rural areas

The report to the Party's 20th National Congress pointed out that "the distribution system is the basic system for promoting common prosperity." A fair, reasonable and effective distribution system will help better play the role of distribution in promoting production, circulation, consumption and investment, and improve economic efficiency and effectiveness. The system of primary distribution, redistribution and third distribution has different functions in promoting the common prosperity of farmers and rural areas. The primary distribution is mainly based on the allocation of market resources, according to the contribution of labor, land, capital, data and other production factors in the agricultural production process, and plays a basic role. The state upholds a distribution system in which distribution according to work is the main body and multiple modes of distribution coexist, stimulates the vitality of various market entities, promotes the organic unity of efficiency and fairness, and takes the initiative to resolve the income gap between urban and rural areas and between regions in accordance with the laws of economic and social development, so as to gradually achieve common prosperity for farmers and rural areas. Redistribution reduces the income gap on the basis of primary distribution and promotes social equity and justice by increasing the adjustment of taxation, social security and transfer payments. The third distribution is based on the distribution of resources and wealth owned by enterprises and social organizations in the form of charity and public welfare.

The distribution system plays a key role in promoting the common prosperity of farmers and rural areas. The first distribution of income achieved through the market follows the principle of efficiency and is carried out in accordance with the rules of the market, that is, to play the role of the "invisible hand". Labor remuneration is affected by new technology, labor and capital. Labor productivity depends on technological innovation (Solow, 1957), and likewise technological progress affects the efficiency of capital use (Lei Qinli, 2012), which indicates that the core influence of the remuneration for labor participation comes from the change of technology.

In the era of rural digital economy, low-income people in rural areas make full use of information and communication technology to complete the industrial transformation and upgrading of rural areas and the reallocation of land, labor, capital and other factors, so as to improve factor productivity and farmers' income level at the micro level, and reduce the urban-rural income gap and urban-rural consumption gap at the macro level.

3.3 The digital economy promotes the equalization of public services in rural areas

The equalization of public services means that everyone can enjoy public services and enjoy equal opportunities. We will promote equal access to basic public services to ensure common prosperity. Basic public services cover employment, education, social security, medical care, housing, elderly care, and child care. The popularization of public services is also one of the basic dimensions and criteria for the common prosperity of farmers and rural areas.

The development of rural digital economy has broken the restrictions of service capacity, travel time and distance, and has an important impact on rural education, medical care, transportation and other public services. Digital technology is used to digitize elements such as people and things in the social environment, realize the integration and sharing of government and social data resources, build a unified data base based on all-round, whole-process and whole-system data collection, improve the comprehensive information of the main elements of the public service system, and realize the sharing of information. We will provide more convenient services for education and medical care in rural areas, enhance data exchange between urban and rural areas, and promote equal access to public services.

In rural China, with the development and application of digital economy in rural areas, farmers can use digital technology to reduce the cost of their group behavior, and then guide the dynamic change of their production and life mode. In the case of no geographical restrictions, farmers can

participate in various public activities in the village by "long-distance" way, and on this basis, establish a variety of forms of rural economy, such as the group consumption model represented by the "group purchase system".

3.4 Digital economy promotes spiritual and cultural construction in rural areas

The people, as the subject of building and enjoying common prosperity, both material life and spiritual and cultural life are indispensable key contents and important factors in the pursuit of a better life. Marxism believes that people's social life has a variety of basic patterns, social life is essentially composed of material life, social and political life, spiritual life three basic levels, in which material life determines the spiritual life and even the whole social life, while the spiritual life is relatively independent, and has a certain reaction to the material life.

The development of rural digital economy and technological progress lead to the reduction of transaction costs for farmers to obtain spiritual and cultural products, which will increase the overall demand for cultural products. Promoting the digitalization of rural culture is an indispensable means to activate the potential of traditional cultural elements, prosper rural culture, and enable the revitalization of rural culture. With the help of modern scientific and technological means such as digital technology, artificial intelligence technology and VR technology, we will build a digital public cultural service system and service platform, expand the supply of high-quality public cultural products and services, enrich the needs of farmers' spiritual life, and steadily promote the common prosperity of farmers and rural areas.

With the increase of rural residents' income and the continuous improvement of material consumption, their demand for spiritual and cultural life is also increasing. Digital technology is an important means to promote the equality of basic public services in urban and rural areas, and can effectively promote the spiritual and cultural upgrading of farmers.

4. Digital economy and the evaluation of common prosperity

4.1 The index system of common prosperity of farmers and villages

The amount of data and data indicators related to various rural work are complicated, and the lack of a unified evaluation index system will be difficult to judge the overall development of common prosperity of farmers and rural areas, difficult to measure the effect of policies, and difficult to carry out regular supervision.

The evaluation index of the common prosperity of farmers and rural areas is oriented, scientific, comprehensive, uniform and dynamic. The indicator system of common prosperity of farmers and rural areas should be oriented towards rural revitalization, reflect the growth of overall social wealth and people's income and the level of material infrastructure, and measure the wealth gap between groups, urban and rural areas, and regions (Chen Lijun et al., 2021). The index system of the common prosperity of farmers and rural areas should closely combine the main body, content and path of the common prosperity of farmers and rural areas, so as to fully reflect the theoretical meaning of the common prosperity of farmers and rural areas in the new era and the requirements of The Times, and comprehensively consider the accessibility, measurability and comparability of various indicators when selecting indicators. It is convenient to make a vertical comparison of the evolution process of the various stages of the common prosperity of farmers and rural areas in China (Banknote Xiaojing and Ren Baoping, 2022).

The index system of common prosperity of farmers and rural areas should fully consider the multi-level and diversified needs of farmers for a better life. The index system should use comprehensive indicators to show the overall promotion level of the common prosperity of farmers and rural areas, and show the comprehensive status quo of the common prosperity of farmers and rural areas in economic, social, cultural, ecological and other aspects, so as to provide a basis for focusing on the key and difficult contents in the steady promotion process of the common prosperity of farmers and rural areas, and respond to the demand for equitable distribution. The various internal factors of the common prosperity of farmers and rural areas affect each other, but they are relatively

independent. The indicators of the design index system should be organically unified and maintain a reasonable logical balance on the whole (Jiang Yongmu and Dou Xiaolei, 2022). The index system should take into account both groups and regions, that is, measure the common affluence of farmers and rural areas between groups and regions.

The common prosperity of farmers and rural areas is the unity of state and process, and it is a continuous spiraling development process. The concept of shared development, in essence, is to adhere to the people-centered development thought, reflecting the requirement of gradually realizing common prosperity, which means that the goal should change accordingly with the development stage. The living standards of all classes will continue to improve with the development stage (Liu Peilin et al., 2021). Therefore, the index system should take into account dynamic monitoring and effective benchmarking, which can not only be used to dynamically monitor the realization of common prosperity of farmers and rural areas, but also provide benchmarking standards to assist local governments in decision-making.

4.2 The calculation of common prosperity of farmers and rural areas

The existing research results mainly focus on the practical problems and solutions of the common prosperity of farmers and rural areas, focusing on the quality of life of farmers and agricultural and rural development and other issues, while the quantitative measurement of the research is less. Studying the characteristics, development level, regional differences and development trends of common prosperity of farmers and rural areas can provide scientific basis for further realizing common prosperity and promoting high-quality economic development.

Stata is a powerful, efficient and professional practical statistical software for science. In this paper, Stata17 is used to conduct principal component analysis of all standardized index data. The following measurement methods are adopted:

Entropy-principal component analysis

At present, there are many comprehensive evaluation methods at home and abroad, and both subjective and objective weighting methods have different characteristics in the weight of indicators. In order to overcome the defects of subjective and objective weighting methods, this paper draws on the practice of Shi Xuefei et al. (2018) and uses the combination of principal component analysis method and entropy weight method to assign weights to obtain the weight of evaluation indicators. Through principal component analysis, relevant information can be summarized from the selected index, and the correlation between each index is used to reduce the dimension of the evaluation index for the common wealth of farmers and rural areas, so as to obtain a new comprehensive evaluation index and score: The value method is used to assign weight to the new main components, assign weight to the indicators, and give a comprehensive score. These two methods can cooperate with each other, effectively avoid the one-sided factors caused by manual evaluation, make the evaluation conclusions more objective, and then enhance the rationality and scientific evaluation of the common prosperity of farmers and rural areas.

The normalization and standardization of index data

In order to facilitate measurement and comparison, it is necessary to convert the negative index to the positive index. In this paper, the inverse method is adopted to transform the negative index into the positive index. Because the nature of different indicators is very different, in order to make each indicator comparable, it is necessary to standardize the original data and eliminate the impact of dimension. Principal component analysis adopts z-score method to process the data, and obtains the data of standard normal distribution with the mean of 0 and the standard deviation of 1.

Dimensionality reduction processing based on principal component analysis

Through principal component analysis method, the four first-level indicators of common prosperity of farmers and rural areas are treated with dimensionality reduction, and most of the information of the original 22 third-level indicators are reflected by a few principal components. The covariance matrix R of the standardized data is obtained, the feature decomposition of the covariance matrix R is carried out, and the cumulative contribution rate p of the eigenvalue of the principal component is calculated to measure the explanatory ability of the principal component to the

variability of the original variable.

4.3 Statistical verification of data

In order to verify the hypothesis that "rural digital economy can promote the common prosperity of farmers and rural areas", this paper uses the model to conduct regression analysis. The regression results show that there is a significant positive correlation between the rural digital economy and the common prosperity of farmers and rural areas, and the regression coefficient is positive at the significance level of 1%, indicating that the rural digital economy is conducive to promoting the realization of the common prosperity of farmers and rural areas. The verification results show that the development of rural digital economy can effectively improve the extension of agricultural industry chain.

Digital technology can help crack resource constraints, optimize production and marketing processes, promote the upgrading of local agricultural industrial structure, and help rural revitalization and common prosperity of farmers. In order to verify the effect, the relevant data of each province were selected and the empirical research was carried out using statistical analysis method. The analysis results show that the common affluence of farmers and rural areas is significantly different among provinces, with a large difference between the maximum and minimum values and a high standard deviation, indicating that the affluence of different regions is greatly different. The innovation vitality also showed great differences in provinces. In terms of input in new rural construction, some provinces have relatively low input in productive construction, and its standard deviation is large, which indicates that there are significant differences in inter-provincial construction input. It shows that there is a significant positive correlation between rural digital economy and common prosperity of farmers and rural areas.

4.4 Comprehensive evaluation result

The weights of the four factors to measure the common prosperity of farmers and rural areas are, in turn, the high-quality development of farmers and rural areas, the equalization of basic public services, the spiritual culture of farmers and rural areas, and the reasonable distribution of farmers and rural areas. By using the weights of each factor, the common wealth level of farmers and rural areas in 30 provinces from 2011 to 2020 was calculated. The average ranking of the comprehensive index of common wealth of farmers and rural areas has a high inconsistency with each dimension index. Taking Beijing as an example, the comprehensive evaluation, reasonable distribution dimension and spiritual and cultural dimension of the common prosperity of farmers and rural areas ranked high, but the dimension of the equalization of basic public services for farmers and rural areas ranked low. In the process of realizing the common prosperity of farmers and rural areas, we should attach importance to the overall common prosperity, but also pay attention to the development of individual factors, and carry out balanced development in high-quality development, reasonable distribution of basic public services, and comprehensive spiritual and cultural development, so as to develop in a more balanced, coordinated and inclusive direction.

5. Practical experience of promoting common prosperity in Zhejiang Province

5.1 The foundation of Zhejiang promoting the common prosperity of farmers and rural areas

The provincial conditions of Zhejiang Province as a demonstration zone are mainly reflected in the following aspects: Zhejiang Province has a certain scale in scale and population, and the rural registered population accounts for half. A higher degree of affluence. In 2020, Zhejiang's per capita GDP exceeded 100,000 yuan. The per capita disposable income of residents is 52,400 yuan, second only to Shanghai and Beijing, and 1.63 times the national average. The income of urban and rural residents ranked first among provinces and regions in China for 20 consecutive years and 36 consecutive years respectively. The development is well balanced. The income multiplier difference of urban and rural residents was 1.96, much lower than the national rate of 2.56, and the income multiplier difference of residents in the highest and lowest cities was 1.67, making it the only

province in China where the income of residents in all districts exceeded the national average level. Strong sense of reform and innovation. Zhejiang has a relatively strong sense of reform and innovation, which is easy to boldly explore and timely summarize and refine the successful experience and system model of the construction of common prosperity demonstration zone. The development of the digital economy. Driven by the digital economy innovation and quality improvement project, Zhejiang has bravely stood at the forefront of reform and innovation and set a model benchmark for industrial structure optimization and upgrading. In 2023, manufacturing, the core industry of the digital economy, will grow by 8.3%, high-tech industries by 7%, and the added value of strategic emerging industries by 6.3%.

5.2 The relevant policies of Zhejiang to promote the common prosperity of farmers and rural areas

Zhejiang Province has introduced a series of related policies to promote the common prosperity of farmers and rural areas: the "ten million project" legislation provides legal protection for rural revitalization, marking a new stage of rural development in China. The regulations emphasize the principle of harmonious coexistence between man and nature and the integrated development of urban and rural areas, and improve the quality of life of farmers through ecological management and rural environment beautification. Demonstration zones for high-quality development and common prosperity. We will address regional disparities, urban-rural disparities, and income disparities through reform and innovation, and firmly promote common prosperity through high-quality development. Deepen rural reform to promote common prosperity: Deepen the reform of the rural land system, the reform of the rural collective property rights system, and innovate agricultural support and protection policies to increase farmers' property rights and interests.

We will ensure sustained and generally fast growth in rural incomes. We will ensure sustained and rapid growth of farmers' income by promoting their employment and entrepreneurship, improving the efficiency of rural operations, and increasing their property rights and interests. Deepen the creation of rural demonstration of harmony. Zhejiang Province collaboratively promotes the construction of urban and rural style model areas, future villages, and future communities, and builds high-quality modern basic units of common prosperity.

5.3 The concrete measures to promote the common prosperity of farmers and rural areas in Zhejiang Province

As a representative of the country's rural revitalization, Zhejiang attaches great importance to stimulating endogenous impetus, inclusive and shared development, and establishing a long-term mechanism to effectively broaden the channels for farmers' income increase, improve farmers' quality of life, and promote the common prosperity of agriculture, rural areas and farmers. They built pilot zones for high-quality development and quality of life, pilot zones for coordinated urban and rural development, pilot zones for reform of the income distribution system, and demonstration zones for civilized, harmonious and beautiful homes.

Methods to improve the efficiency of rural operation: we should deepen the integration of strong villages and rich villages in rural areas, develop a new type of rural collective economy, promote the "enclave" model, implement the rural thousands of ceo training program, strengthen the team of rural operators, and guide rural collective economic organizations and rural management teams to establish a close interest connection mechanism. Methods to increase farmers' property rights and interests: we should explore the regional land transfer price coordination mechanism, ensure farmers' land transfer rental income, encourage leasing, cooperative development, investment and management to activate resource assets, and promote the standardization of rural property transfer transactions in the province. Build a beautiful and livable countryside: We should promote urban and rural infrastructure planning and network homogenization, accelerate the construction of digital villages, improve the quality of basic public services in urban and rural areas, and deepen the implementation of cultural projects that benefit the people.

5.4 The effect of promoting the common prosperity of farmers and rural areas in Zhejiang Province

Zhejiang Province has achieved remarkable results in promoting the common prosperity of farmers and rural areas, which is reflected in the following aspects: (1) Narrowing the income gap between urban and rural residents: The per capita disposable income of urban and rural residents in Zhejiang Province continues to rank first among provinces, and the income multiplier difference between urban and rural residents has narrowed from 2.04 to 1.94, and will be narrowed to 1.86 in 2023. This shows that Zhejiang has made substantial progress in narrowing the gap between urban and rural areas. ② The effect of farmers' income increase is remarkable: through the construction of "common rich workshop", a total of 278,000 farmers have been employed, and the per capita monthly income has increased by about 2,600 yuan, and the total annual income has increased by about 8.7 billion yuan. (3) Regional coordinated development: Zhejiang Province promotes the coordinated development and common prosperity of economically developed coastal areas and less developed areas such as mountains and islands through the "mountain and sea cooperation" project. Quality sharing of public services: The equalization of basic public services in Zhejiang Province has exceeded 98%, the spiritual and cultural life of the masses has been continuously enriched, and the construction of a civilized, harmonious and beautiful home has been accelerated. In addition, Zhejiang Province promotes the sharing of quality public services, so that the construction results of the demonstration zone can be truly felt and benefit the people.

6. Farmers and rural areas to achieve common prosperity proposals

6.1 Strengthening digital infrastructure

In agriculture and rural areas, we should make full use of spatial information technology, deeply explore the application of regional geographic big data, establish a big data platform for agricultural and rural geography through data mining, and transform agricultural land into a digital world based on plots. In a more intuitive way, information such as crop planting, cultivated land area, crop growth, soil fertility, land meteorology, and crop disasters can be directly displayed to help the vigorous development of smart agriculture and digital agriculture.

We should extend the application of digital technology to the processing industry, animal husbandry, fishery, planting, etc., promote the development of agriculture "reducing costs and increasing efficiency", and apply digital management systems to all links of the agricultural industry chain to further improve the quality of development. And with the help of network information technology, we can master the operation law of the industry, better meet the relationship between supply and demand and strive to build a single product industry big data exchange platform. Through the analysis and summary of agricultural data, agricultural product data, agricultural operation data and service data, the production and operation can be guided to reduce costs, improve industrial quality and efficiency, and effectively promote the industrial upgrading of agricultural products.

6.2 Relying on big data to achieve targeted poverty alleviation

Zhejiang Province has introduced a series of related policies to promote the common prosperity of farmers and rural areas: the "ten million project" legislation provides legal protection for rural revitalization, marking a new stage of rural development in China. The regulations emphasize the principle of harmonious coexistence between man and nature and the integrated development of urban and rural areas, and improve the quality of life of farmers through ecological management and rural environment beautification. Demonstration zones for high-quality development and common prosperity. We will address regional disparities, urban-rural disparities, and income disparities through reform and innovation, and firmly promote common prosperity through high-quality development. We should deepen rural reform, promote common prosperity, deepen reform of the rural land system and the rural collective property rights system, innovate agricultural support and protection policies, and increase farmers' property rights and interests.

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6.3 We will promote the flow of factors of production between urban and rural areas

Promoting the market-oriented allocation of factors such as capital, technology, land, labor, and data, improving the efficiency of factor distribution, and establishing a systematic and normalized policy support system play a very key role in solving the pain points in financing, land use, and talent. We will improve the policy on land used to revitalize rural industries, set aside a certain proportion of land for rural revitalization and construction, and introduce social funds to revitalize idle rural housing and purchase land for residential use. In order to guarantee the land for the development of rural industries, agricultural development can be allowed to be carried out in a single plot or a combination of multiple plots in a dot layout. The reform of the land system will be placed in a more prominent position, and substantive breakthroughs will be made in solving the problem of paid withdrawal of contracted land by farmers, the distribution of value-added profits of farmers' collective management construction land into the market, and the paid transfer and exit mechanism of farmers' residential land.

We will establish and improve a modern rural market system in accordance with the principles of equal access, openness and order, fair supervision, integrity and law-abiding. We will strengthen the construction of key wholesale markets for agricultural products nationwide, improve the market system in producing areas centered on field markets and specialized markets in producing areas, improve market functions through standardization, business model innovation, and digital transformation, ensure fair market transactions, increase circulation efficiency, and reduce circulation costs.

6.4 Improve spiritual culture by relying on digital media

With the help of digital means, with culture as the fulcrum, it constantly promotes the deep-level reform of rural cultural patterns, cultural scenes, cultural industries, cultural subjects, etc. Community-level organizations should firmly carry out diverse forms of mass cultural activities, establish a rural public cultural service system, deepen the promotion of culture to the countryside, and carry out extensive cultural and sports activities that the people are willing to participate in and are easy to participate in, so as to foster good social practices in rural society.

The revitalization of rural economy requires both farmers and talents. The serious outflow of rural talents under the background of industrialization and urbanization is an important obstacle to the development of rural economy and the improvement of rural governance ability. It is necessary to truly stimulate the motivation and willingness of social capital to invest in agriculture and rural areas, and introduce modern production factors such as high-end talents, science and technology, and advanced management into rural areas. We need to implement the reform policy of "comprehensively relaxing" and "comprehensively abolishing" household registration restrictions, eliminate household registration barriers, and promote the flow of urban and rural human capital factors.

7. Conclusion

The coordination of digital countryside and the common prosperity of farmers and rural areas can promote the high-quality development of rural areas, develop the rural digital economy, enhance the endogenous driving force of rural development of farmers and rural areas, and achieve the common prosperity of farmers and rural areas.

Through the measurement of the common affluence of farmers and rural areas, the overall level of the common affluence of farmers and rural areas in China has been rising, and there are obvious spatial differences. We should attach importance to stimulating internal driving forces, attaching

importance to inclusive and shared development, and establishing long-term mechanisms to effectively expand channels for farmers to increase their income, improve their quality of life, and promote common prosperity for farmers and rural areas.

Common prosperity refers to universal but differentiated prosperity, covering economic, political, social, cultural, ecological and other aspects. The development of rural digital economy is conducive to high-quality rural development, reasonable distribution, equalization of basic public services, spiritual and cultural progress, and is conducive to the common prosperity of farmers and rural areas.

Improving the construction of rural digital infrastructure and improving service quality is the basic guarantee of realizing rural digitalization and common prosperity. The application of technologies such as agricultural Internet of Things, intelligent robots and big data platforms in the agricultural industry chain is the main way and development trend to realize the digital transformation of the agricultural industry.

Acknowledgment

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