On the Deep Integration of Emerging Information Technology and Real Economy in the ″Internet +″ Era

Mei Dong

School of Literature and Journalism, Shandong University of Technology, Zibo 255000, China.

Abstract

In the era of "Internet +", the application of new internet-centered information technologies in various industries has become a common trend, and the strategic orientation of "technology as the leader" and "technology as the mainstream" in the real economy is very obvious. The technology-led management logic can easily lead to such problems as "technology worship", "technology first" and "technology-only theory". In the future technological development of industries, the logic of comprehensive thinking, diversification and sustainable development should be adopted to strengthen the breadth and depth of emerging technologies in various industries.

Keywords

Internet +; Emerging Information Technology; Real Economy; Deep Integration.

1. Introduction

In the “Internet +" era, the application of network-centric emerging information technologies in various industries has become a general trend. The real economy has a very obvious strategic orientation of "technology as the leader" and "technology as the mainstream". Data, algorithms, artificial intelligence, human-computer interaction, voice recognition and other technologies promote industry development. The determination of the 5G commercial policy brings new business opportunities, and various industrial entities are actively making practical adjustments and changes, aiming to take advantage of new technology to build a new production circulation and communication system, optimize industry services, develop related potentials, and integrate technology Empowerment penetrates into all aspects of management, operation and service from outside to inside. The changes brought about by information technology to the entire real economy are mainly concentrated in the dimensions of production process, channel communication, customer management, etc. The technological logic is dominant, and it is hoped that the new technology momentum can achieve rapid development. At the same time, we must also realize that technology is a double-edged sword. While bringing about the rapid increase of productivity in various industries, it also brings some problems that affect the long-term development of enterprises and society. The technology-led management logic can easily lead to problems such as "technological worship", "technological supremacy" and "technological only". In the future development of industrial technology, there should be more value rationality, humanistic thinking, and humanistic vision, and the breadth and depth of the integration of emerging technologies should be strengthened through comprehensive thinking and diversified management.

2. Problems that are easily overlooked in the application of Internet information technology

2.1 The information black hole behind big data, algorithm recommendation, and artificial intelligence

"Algorithms have become a key element in a series of links connecting Internet companies' data collection, product development, and serving users. It is also the key to the power game between Internet platforms and users. Whoever masters the algorithm controls the current Internet power button. It takes the de facto initiative. Algorithms are not only the dominant rules behind Internet product development and competition, but also the focus of Internet moral and ethical discussions."

[1] Algorithm-based data organization, algorithm structure, and information push have led to information behind The subjective tendency, benefit selection and narrowing of interest. The information black hole first manifests as the narrowing of the information push after the information is filtered and selected by the supervisor. In the process of data selection, algorithm model, and information push, how much information is disseminated and what information is disseminated, it is inevitable that there will be a subjective choice by the information platform and the network leading party. This choice does not have absolute objectivity and comprehensiveness. On the one hand, because the information subject cannot master all aspects of big data, it will inevitably have an insufficient prerequisite effect on the comprehensiveness of the content obtained; on the other hand, the information being pushed is often deemed appropriate by the dissemination subject because of its own perspective and interests. In part, other key information is discarded intentionally or accidentally. In addition, user privacy information is invaded. Network user tracking, big data collection, algorithm analysis, community positioning and other technical means are used extensively, making consumers' personal information easily searchable, calculated and monitored. When private information becomes transparent and consumers are exposed to technological insights, it can cause mental and physical distress.

2.2 Artificial intelligence does not provide a sufficiently super service experience

Many people have had this experience, communicating with customer service, and being asked to re-describe and submit the problem over and over again, which eventually led to the problem being kicked and nothing stopped. For example, the following AI customer service dialogue with customers:

Customer: Not satisfied.

AI customer service: I will work harder to improve myself, I hope you will not be unhappy.

Customer: Did not solve my problem.

AI Customer Service: I'm sorry I didn't help you, my goal is to help you solve problems, and I will study harder! In order to deal with you faster, please describe your problem in detail.

Customer: Can't we send a human worker to call customer service?

AI Customer Service: Please don't worry, I will try my best to help you. In order to deal with you faster, please describe your problem in detail.

It can be seen from the above dialogue that the artificial intelligence customer service responds to questions. If there is a choice between artificial intelligence services and manual services, people tend to choose the latter. Since computers are not infinitely fast, memory is not free, and computing time and space are a limited resource. Algorithms can be regarded as a kind of technical infiniteness like computer hardware. Any algorithm is terminated after a limited number of basic operations. Limited output. Therefore, artificial intelligence services are not as powerful as imagined, and there are many loopholes and deficiencies in practical applications.

2.3 Technological development has not brought the greatest happiness people imagined

On June 3, 2020, the book "Technology for Good" was published. The book was co-edited by Tencent Research Institute and Tencent’s Corporate Culture Department. The title of the book comes from Tencent’s new corporate mission and vision, "User-oriented, Technology for Good". This vision was officially released on November 11, 2019 when Tencent was 21 years old. In the prominent position at the top of the cover of the book, Ma Huateng's explanation is quoted-technology is a kind of ability, and goodness is a choice. [3] This explanation not only strengthens and explains the meaning of the book title, but also highlights the idea, attitude and value that the company wants to convey to the society. "Modern society is an age where everything is ready and nothing is lacking. It is difficult to increase our happiness simply by adding material. On the contrary, we increasingly think that those materials are cumbersome, which can not be taken away, and are always outdated and outdated. Devaluation." "The era when material determines happiness is over. The real meaning of technology is not to provide us with endless products, but to make each product rich to the extent that you have to reduce other products." [3] The future The highest value is not calibrated by foreign objects. Real

happiness comes from harmonious social relations and sustainable economic development. The rapid advancement of Internet technology and the economic prosperity brought about by core technologies have not brought people the greatest happiness expected. The network insecurity, technological aggressive expansion, and resource-consuming development brought about by emerging technologies have brought detailed Fearful worries and deep thoughts on a series of value concepts such as the outlook on development and technology.

3. In-depth integration of technology and real economy should be considered

3.1 Strengthen technological research and innovation, and master core key technologies

In the 5G era, information technology represented by artificial intelligence presents new features such as deep learning, cross-industry integration, human-machine collaboration, openness of group intelligence, and autonomous control. It is having a major and profound impact on economic development, social progress, and global governance. On September 11, General Secretary Xi Jinping presided over a symposium for scientists and delivered an important speech: “Adhere to the frontiers of world science and technology, the main economic battlefield, the major needs of the country, the lives and health of the people, and continue to advance the breadth and depth of science and technology. "In the 5G era, with regard to information technology represented by the Internet, the Internet of Things, big data, cloud computing, AI, and smart sensors, all business entities must embrace changes in their thinking, and they must also hold onto their original aspirations and understand big data algorithms and artificial intelligence. Limitations, avoid blind technology worship, build a high-efficiency and high-efficiency human-computer collaboration model, create a good industrial economic ecology, and create a better life for mankind.

3.2 Strengthen user problem-oriented construction and give users a good experience

Technology is not a gimmick, packaging or a guise. It is fundamental to establish a management method of honest operation, fast and effective, and in-depth communication in production and operation. Adhere to the user-centric technology orientation, design a management model accordingly, actively conduct consumer communication and feedback, and carry out reasonable operations and push activities around the needs and deep-level needs of consumers, only to maximize the interests of consumers , Industrialized management and operation can be regarded as successful. The current technology has not yet developed to the "strong artificial intelligence" stage. The current algorithm is more of a hybrid algorithm that requires machines and humans to input information for it. The algorithm has many limitations in specific applications. [4] It is necessary to continue to explore new technologies and methods, establish artificial intelligence service standards, and strengthen algorithm validity. This includes increasing data organization capabilities, development capabilities, and interaction capabilities, de-mechanization, enriching service experience, and embodying the "human nature of services" "And "activity" are in line with the human service standards of humanized and creative problem solving.

3.3 Taking into account the tool rationality and value rationality in technological development

Undoubtedly, technology has brought about the improvement of production capacity and the enhancement of competitiveness. Technological innovation provides the extremely fast power required for product development and innovation, and determines the speed and degree of enterprise development. It's just that in the management and operation of the enterprise, it is necessary to think about the essence of development at the same time, not forgetting to establish the consciousness of scientific and technological ecological civilization, humanism, leading the concept of healthy consumption, and creating an environmentally friendly brand development relationship. Technological development is an overall activity that includes commercial value and social value. In addition to its functional role, ethics and social significance are equally important. The changes brought by new technologies such as big data, algorithms, and artificial intelligence to industrial development not only stop at the technical level, but also rise to the height of society. For example, huawei, Alibaba, Haier, Gree and other outstanding enterprises all emphasize social responsibility

and value mission while pursuing first-class technological development. It is because of this that enterprise development can have a grand pattern, broad vision, and generate strong vitality and competitiveness.

4. Conclusion

In the new era, the development of various industries must deeply grasp the new characteristics and new requirements of networking, digitization, and intelligence, take a new round of Internet technology revolution as a new driving force for industrial innovation and development, and obtain new growth points for economic development. At the same time, it is necessary to rationally understand the purpose and nature of technology use, avoid blind worship and fanatical pursuit of technology, eliminate high-consumption and predatory development brought about by technological development, pay attention to the protection of users' private information, and value rationality. Make choices in the process of exploration: do something, not do something, use a forward-looking vision to solve the problems of development and protection, coordinate the relationship between production and all aspects, and take the road of sustainable development. Only the coexistence of corporate interests and social interests can achieve a win-win brand development; only the integration of "Tao" and "Science" can "develop stability and achieve long-term development."

References

[1] Watch the news,ZAO changes faces and Siri taps, Who will endorse the robot's behavior, https:// kuaibao. qq.com/s/20190904AZMOXN00?refer=spider.

[2] Guangming.com,Tencent's new book "Technology for Good" is released and Wu Xiaobo and Chen Chunhua talk about corporate innovation and actions, https://www.sohu.com/a/ 406699105 _162758?_trans_=000019_hao12.

[3] People's Daily, The era of material happiness is over and a new era is coming, http://www. 360doc. com/content/17/0606/08/35472788_660389700.shtml.

[4] Lili Ji, Analysis of the limitations of algorithms in news production in the context of artificial intelligence[J], New Media Research, Issue 23, 2019,p20-21.