

# Analysis of Urbanization Trends in the New Internet Economy

Linxi Gong

University of Pittsburgh

\*Corresponding author. Email: 641700846@qq.com

## ABSTRACT

Since the 1990s, the development of information technology has brought many influences and challenges to human civilization. Today in the 21st century, informatization and networking have gradually become key factors that promote the overall development of regional economy and society. As the carrier of human habitation, cities are in these areas. In the process of change, its development and appearance also showed unprecedented new characteristics. This article expounds the normality of urbanization in the new Internet economy, and then elaborates the inner link between the new urbanization and economic normality. According to research, with the rapid development of the Internet economy, the process of urbanization is also accelerating. The contrast between the rapid development of cities and the slow development of rural areas, it is of great significance to study the development of urbanization.

**Keywords:** *Internet, city, development.*

## 1. INTRODUCTION

As we all know, urbanization is an important symbol of human society and economic development, and is an inevitable trend of social and economic development. Urbanization is usually accompanied by the development of regional economy and the improvement of productivity, which makes the residents of surrounding rural areas come to the city, and also makes various resource elements come to the city[1]. The continuous development of urbanization is affected by many factors, such as human capital, medical and health conditions, transportation facilities, etc[2]. However, it is undeniable that the Internet plays an irreplaceable role in the operation of regional economic activities. The development level of the Internet affects many aspects of regional economic and social life[3]. With the rapid development of the Internet, Internet technology is deeply integrated with social production and life. The progress of the Internet often drives the progress of society. The Internet accelerates the speed of information transmission and integration, reduces transmission costs, centralizes and makes efficient use of resources, and improves information asymmetry.

According to the 43rd statistical report on the development of China's Internet Network released on 30 September 2019, by the end of 2018, the number of Internet users in China had reached 829 million, and the

Internet penetration rate was 59.6%, of which the number of urban and rural Internet users were 607 million and 222 million respectively. Similar to the steady upward trend of Internet development, China's urbanization process is also advancing steadily. In 1978, the urbanization rate was 17.9%, while in 2018, the urbanization rate reached 59.58%, which is expected to exceed 60% in 2019. The development of urbanization is the embodiment of the continuous progress of social economy. Especially in this era of developed informatization, its role cannot be replaced.

Domestic scholars have done a lot of research on the relationship between the Internet and urbanization. For the impact of the Internet on urbanization, most scholars have concluded that the Internet can promote the development of urbanization. By popularizing the Internet in rural areas, narrowing the gap between urban and rural areas, integrating social resources, realizing interconnection, and improving the development level of urbanization.

In order for our country's social and economic development in the 21st century, we need to accelerate our urbanization process. The idea of sustainable development is used to guide the process of urbanization in our country to achieve rapid, healthy and coordinated sustainable urbanization. Since the reform and opening up, China's economy has developed

rapidly. However, there should be some difficulties in the "13th Five-Year" development plan[4], especially in the new urbanization. They are beneficial and should not be stopped.

The purpose of this research is to know the trend of urbanization development under the new Internet economy and to let more people know the general trend of social development nowadays.

## 2. STUDY AREA

During the "13th Five-Year Plan", China's new urbanization should adhere to the development concept of innovation, coordination, green, openness and sharing as the guide, take the urbanization of the people as the core. It must pay more attention to improving the registered residence population urbanization rate, pay more attention to the equalization of basic public services in urban and rural areas, pay more attention to the environment livable and the heritage of historical context, and pay more attention to enhancing the sense of people's happiness and the sense of happiness. New progress was made in promoting the construction of new urbanization. Urbanization is the only way for a country to realize modernization. It is of great significance for building a well-off society in an all-round way and accelerating socialist modernization.

our country's new urbanization construction and requirements were specifically divided into: agricultural products; solutions to urban and rural cooperative development issues; some aspects of new urban construction layout and ecological issues. In terms of agricultural products, various provinces and rural institutions should pay attention to their own talent reserves in the construction of new urbanization, realize the development vision of "one town or one town multi-product", and lay a solid foundation for all aspects of local economy[5]. In terms of the solution of urban and rural cooperative development, provinces should strengthen exchanges and cooperation between local economic development zones and local first-tier cities, especially in technology and talents[6]. In terms of new urban construction layout and ecological problems, the villages and towns in the provinces should understand the daily life habits of rural farmers in addition to the analysis of local characteristics in development and construction.

The popularization of Internet technology is an emerging technology that has the greatest impact on the daily life of society and domestic residents[7]. It has become an indispensable part of people in everyday life. The Internet has a large amount of information, and the transmission efficiency is fast and can cross. Time, cross-space, etc. have become an important support for the scientific and technological innovation of major industries. It not only provides support for the

integration innovation of enterprise production models, but also emerging industries such as e-commerce in many years of development. The innovation of business model has brought a number of revelations. During the implementation of the "13th Five-Year Plan", when the new urbanization and the new regular development strategy, the development of the Internet is proposed for the development strategy of "Internet +" development strategy due to the development of network technology, and the strategy has made future five years. my country's Internet technology and new normal development trends are increasingly clear.

The popularization of network technology and significant changes in market environment: According to June 2015, the National "36th China Internet Development Statistics Statistics" showed that in the process of new urbanization construction and economic new normal work, the number of netizens in my country has exceeded 650 million people, and the growth trend of year-on-year growth. Taobao and Tmall as the largest online shopping website in my country, which involves huge data. According to Taobao, Tmall registration, there are currently 2040 online stores registered in domestic rural areas, and the data has also fully demonstrated the development of domestic network technology and significant changes in the market economy. The "Internet +" action plan has brought many enlightenment to the innovation and development of major industries in various provinces, and it has once again clarified the future development direction of domestic new urbanization construction and new normal normal.

Internet technology will be a catalyst for urbanization and new normal fusion. From the related content of new urbanization and the content of economic new normal, both have strong synergies. As an important part of the implementation of various strategic implementation of the economy, the structural reform of rural industries, the adjustment of economic growth efficiency, and the resolution results of rural ecological balance issues can also reflect the land of new normal development strategies. The situation, only the whole fusion can achieve the improvement of the overall economic strength of the domestic overall economic strength, and the emergence of Internet technology is the catalyst of the three integration. First, the Internet technology information is faster to strengthen the parties Effective communication; Second, the rise of emerging media communication media and the growth of e-commerce industries under the Internet technology.

Internet technology has enhanced the leading role of consumer markets, and the rise of Internet technology will also be the driving force of future new urbanization construction and new normal innovation. The Internet improves the daily living environment and quality of

life of rural residents, bringing convenience as their daily shopping. Network Technology has many promotion in the economy. It is mainly due to the introduction of emerging technology to inject new vitality into the domestic economic structure. Secondly, under the support of network technology, there have been many new industries such as e-commerce, online finance, new media. Waiting for my country's overall economic transformation and upgrading, there is still many ways to promote the role, which is conducive to the implementation of economic new normal related strategies, and the Internet can also regard the Internet as an innovative drive of the economic new normal.

Using information technology and Internet enlivening business, promoting new urbanization construction. New urbanization construction not only requires the construction of "City", but also needs the development of "industry". Residents have a career, in order to have economic income to achieve true urbanization. The continuous spread of information technology, penetrates various industries, leaving the Internet, any industry wants to survive and develop, are very difficult. Therefore, it is necessary to regard the application of information technology and the Internet as the key to the rise and fall of the industry. The new urbanization should face this situation, make full use of the advantages of information technology and the Internet, and vigorously advocate the use of Internet entrepreneurship, and achieve organic integration of talents, technology, capital, information, market, etc. through the Internet platform, promote the gathering of all kinds of elements. Integration, circulation, implementing the optimization configuration of each element. The government should shoulder their responsibilities, formulate practical policies, guide, coordinate the power of all parties, and do a good job in information technology and Internet construction. Supporting the development of the Internet platform development, we must reduce the operating costs of Internet platform enterprises through taxation preferential policies, and encourage all kinds of entrepreneurial elements to collect gather on the Internet platform, support companies relying on Internet technology and platform innovation. In order to achieve the above objectives, the government should strengthen the construction of information infrastructure in rural areas. At present, my country's increasing population in the Internet is increasing, especially rural e-commerce, rapid development, which puts higher requirements for information technology and Internet infrastructure construction and its upgrading. "It is necessary to build a "digital divide" between urban and rural areas in the construction of information technology and Internet infrastructure[8], improve the public information level of Hui and small towns and rural residents". To increase the "Broadband China" special action investment, expand the coverage of wireless networks in public

places, support the construction of urban and rural Internet and mobile Internet platforms, especially the future advantage of rural areas in the mobile Internet field, improve mobile Internet speed and usage . In accordance with the requirements of the 13th Five-Year Plan, implement the national data strategy, build public information data to open a free platform open to SMEs, and promote the open share of data resources.

It should be adapted to the economic new normal, robust to promote the construction of new urbanization[9]. First, economic new normal requirements have expanded domestic demand and cultivate new growth points. Therefore, in the construction of urban construction, such as the construction of new districts, the renovation of the old city, small towns and urban support implementation, improvement, and improvement of the role of expanding domestic demand and cultivation of new economic growth points, blindly do it. Secondly, the economic new normal requirement to increase structural adjustment, promote industrial structure optimization and transformation and upgrading, so in promoting new urbanization construction, full argument should be carried out, so that urban planning and construction will benefit industrial transformation and upgrading, and It is not a bucket, repeated construction, and facing face projects. Eliminating backward production capacity, making urban economic strength greatly improved due to the prosperity of the industry. Economic new normal requirements Growth motivation is driven to innovate driven by elements. Implement an innovative driving development strategy, promoting urbanization construction management system innovation, technological innovation and governance innovation, will provide new opportunities for accelerating innovative cities, especially smart cities, especially smart cities. Finally, adapt to the new normal requirements of ecological civilization, green development, and therefore, in the process of urbanization and its upgrade, we must fully pay full attention to the influence of urban construction, and do not meet the green low-carbon industry will be banned. , Water, air is clear, in order to seek the long-term and economic development of the town.

### **3. CONCLUSIONS**

In summary, the current development of my country's Internet economy has developed rapidly, in optimizing industrial structure, increasing employment positions, reducing transaction costs, and accelerating urbanization processes, etc. For traditional economic models, there has also been a profound impact. With the gradual popularity of the Internet, people's lives are gradually facilitated, and online shopping has become the normal normal. You can buy your own favorite products without leaving your home. Research methods

such as data storage method and example method are used. As we all know, urbanization is an important symbol of human society and economic development, and is an inevitable trend of social and economic development. In order for our country's social and economic development in the 21st century, we need to accelerate our urbanization process. Although a series of problems have occurred in the process of urbanization, it should not be rejected for this reason. On the contrary, the idea of sustainable development is used to guide the process of urbanization in our country to achieve rapid, healthy and coordinated sustainable urbanization. Since the reform and opening up, China's economy has developed rapidly. However, there should be some difficulties in the "13th Five-Year" development plan, especially in the new urbanization. The purpose of this research is to know the trend of urbanization development under the new Internet economy and to let more people know the general trend of social development nowadays. Internet industry is a relatively new industry, especially the proposal of "Internet +", which integrates traditional industries with the Internet, becoming a hot topic of research. At present, there is relatively little research on the relationship between the Internet and urbanization in academic circles. Therefore, it is of great significance to study the impact of the Internet on urbanization.

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