Research on the Construction of Shared Economy Model Based on "Big Data + Block Chain" Technology

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Abstract: Since China entered the era of information technology, "Big Data + Block Chain" has become a powerful weapon to accelerate the development of various industries. Once the Block Chain technology is integrated with Big Data Technology, it can not only create maximum economic value for the industry, but also create data myth and create a perfect sharing economic model. In this regard, this paper studies from the government level, technology level and enterprise level in order to find an effective strategy to build the "big data + block chain" technology sharing economic model.

1. Introduction

The so-called shared economic model is actually a kind of contribution economic model which uses big data as the technical support and exerts the extra utilization value of idle resources [1]. As shown in the figure 1. However, the application of big data technology also has some problems, such as imperfect information construction, flaws in information security and single technology. It must be rectified from the following three levels in order to promote the construction of "big data + block chain" sharing economic model.

Shared economy is an innovative economy developed on the basis of Internet platform and the concept of cooperation and reciprocity. From the moral level, the shared economy is a consumption mode based on mutual trust, cooperation and reciprocity. Compared with the traditional economy, the shared economy can quickly touch the interests of the demanders, more effectively and accurately match the demands of the suppliers and demanders, and promote the realization of the interests and needs of all parties. Shared economy, as a fast and high-frequency trading form, has a large number of participants and low cost of dishonesty [2]. Its development is inevitably affected by the moral quality of stakeholders. Only by fully recognizing the problems of honesty and credit in the process of development of "shared economy", and taking active measures from legislation, technological input and concept change, and perfecting the construction of honesty and credit system, can we further consolidate this consumption mode and make the shared economy play a greater role in the economic development of our country.
2. Government Level: Increase Government Support and Supervision
First, to improve government support for shared economic development and provide more technical and financial support to "leading" enterprises, especially to import foreign advanced technologies to promote the rapid development of shared economic model. Second, to build a unified industry standard for shared economic informatization, and to provide all kinds of credit within the industry. The information resources should be re-integrated to consolidate the information base of "big data + block chain". Third, we should optimize the legislative system of the technology industry of block chain, standardize the share of "big data + block chain" in the economic market, and create a more perfect regulatory environment for the development of the industry [3].

3. Technical Level: Promoting Technology Fusion of "Big Data + Block Chain"
Firstly, create program interfaces for big data and block chain technology to ensure that the current shared economic model can achieve the integration of block chain technology; secondly, give full play to the advantages of open and transparent block chain technology, solve the hidden dangers of information security, and strictly test the authenticity and scientificity of platform data; thirdly, create storage data for "big data + block chain" system. More free and secure information exchange platform.

3.1 Shared economy deduction model
Referring to the architecture of large data authenticity traceability under block chain layout and the selective coding results of qualitative research, and taking "H1 constraint bottleneck H2 support system H3 implementation countermeasures H4 prospect" as the main line, a shared economic deduction model of public co-management, responsibility traceability and intelligent contract core content is built, as shown in Figure 2[4].
4. **Enterprise Level: Promoting the Practice of "Big Data + Block Chain" Model**

Firstly, we should strengthen the training and introduction of professional talents, cultivate "big data + block chain" talents through external high-salary, school-enterprise cooperation and other modes, so as to prepare abundant human resources for the industry; secondly, enterprises should accumulate operational experience in practice and use the new mode of shared economy to establish more business pilot projects, so as to achieve this goal. To lay the foundation for the development of "Big Data + Block Chain".

5. **Joint Construction and Sharing of Economic Credit**

The problems in the operation of the shared economy tell us that the shared economy is a magnifying glass, and honesty is the guarantee of the healthy development of the shared economy. The imperfection of the honesty and credit system will not only bring about various problems, but also endanger the shared economy itself [5]. Therefore, we should attach importance to the construction of the honesty and credit system under the shared economy.

While the rapid development of shared economy brings convenience to life, there are also many hidden dangers of security and integrity. The construction of social integrity needs to be joined by many parties. Create a good atmosphere of honor and shame in the whole society. It is necessary for the state to start with the top-level design, clarify the responsibilities and powers of government departments, enterprises and individual users in sharing economic activities by improving relevant legislation, and realize the positive interaction between supervision and operation. A multi-level and diversified credit evaluation institution system can be constructed, and a scientific evaluation index system with wide coverage can be constructed. The state improves online laws and regulations; government departments strengthen the management and punishment of enterprise integrity; enterprises themselves, on the basis of establishing a good credit reporting mechanism, define their own responsibilities and make promises to consumers so as to gain mutual trust between them, which
can enable enterprise credit to play an active role in promoting enterprise brand building; consumers should abide by laws and regulations, and honesty should start from themselves. Starting from small things, while safeguarding their rights, they should also fulfill their corresponding obligations.

6. Conclusion

To sum up, this paper mainly discusses the effective strategies of building a new model of "big data + block chain" sharing economy from three levels of government, technology and enterprise. With the continuous progress of the times, the future shared economy model is bound to develop in a more diversified and innovative direction. Relevant departments should intensify their efforts to do a good job in research, so as to promote the sustainable development of the industry.

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