

Study on the Realistic Dilemmas and Pathways of Empowering Rural Revitalization with Digital Technology under the Goal of Common Prosperity

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Abstract: Realizing common prosperity is the essential requirement of socialism and the fundamental goal of implementing the rural revitalization strategy. The most difficult and arduous task to achieve common prosperity still lies in rural areas. Therefore, the flourishing digital technology has become a key driving force for achieving a prosperous life for farmers and empowering rural revitalization strategies. Based on the goal of common prosperity and the isomorphic unified system of digital rural construction, starting from the five dimensions of digital technology empowering industrial prosperity, effective governance, ecological livability, rural civilization, and affluent life, this paper clarifies the diffusion, spillover, and universal effects of digital technology in promoting the implementation of rural revitalization strategies. At the same time, facing the practical difficulties of incomplete digital infrastructure, insufficient investment in digital construction, lack of institutional guarantee, and lack of digital technology professionals in the process of empowering rural revitalization with digital technology, and attempting to increase the integration of industry and digital technology development, build a digital element support mechanism, and improve the institutional guarantee system for digital rural construction, etc., Propose countermeasures and suggestions for the construction of digital rural areas, stimulate the potential for rural economic development, and promote high-quality rural revitalization and common prosperity.

Keywords: Common Prosperity; Digital Technology; Rural Revitalization; Rural Governance.

1. Introduction

Common prosperity has become the unremitting pursuit of the Party and the long-awaited pursuit of people of all ethnic groups in the country. The 2035 and 2050 goals mentioned in the report of the 19th National Congress of the Communist Party of China clearly highlight the goals and requirements of improving people's lives and achieving common prosperity [21]. Rural revitalization is an inevitable link in achieving common prosperity [1]. Since the reform and opening up, through continuous liberation and development of productive forces, some regions and some people have become prosperous first. However, achieving common prosperity is not the prosperity of a few people and regions, but the target should be the entire people [7]. The report of the 20th National Congress of the Communist Party of China proposed to comprehensively promote the revitalization of rural industries, talents, culture, ecology, and organizations, and to make solving the problems of agriculture, rural areas, and farmers a top priority in the work of the entire Party. It can be seen that rural revitalization and achieving common prosperity are complementary and organically unified. Realizing the prosperity of farmers is one of the overall requirements for rural revitalization, and promoting common prosperity is still the most difficult and arduous task in rural areas. Embedding the essential requirements of common prosperity into the major strategic deployment of rural revitalization, coordinating the implementation of the rural revitalization strategy and common prosperity, narrowing the urban-rural gap, and meeting the growing needs of the people for a better life.

Digital technology is becoming a key driving force for the implementation of the rural revitalization strategy [2].

Integrating information technology with agricultural production, operation, and management, optimizing resource allocation in rural areas, strengthening information infrastructure construction in rural areas, activating various production factors, and unleashing the empowering role of digital technology, gradually realizing the transformation and upgrading of rural industrial structure, making the ecological environment more livable, steadily improving governance level, and making people's lives more prosperous, Maximizing the potential for rural development [3]. In 2018, the Central Committee of the Communist Party of China and the State Council first proposed the implementation of the digital rural strategy. The key tasks for rural revitalization mentioned in the 2019 Digital Rural Development Strategy Outline are to accelerate the construction of rural information infrastructure, develop rural digital economy, strengthen the supply of agricultural and rural technological innovation, and build smart and green rural areas. The No. 1 central document of the Central Committee of the Communist Party of China (CPC) has mentioned the need to vigorously promote the implementation of the digital village strategy for four consecutive years since 2019 [4].

Reducing the urban-rural gap and promoting common prosperity among rural farmers through rural revitalization is an urgent and arduous strategic task at present. With the advent of the digital economy era, digital technology tools such as the Internet of Things, e-commerce, and big data have provided good opportunities for the development of modern agriculture, changing the production and lifestyle of rural areas, and opening up a practical and feasible path to bridge the development gap between urban and rural areas [5]. Therefore, how to seize the dividend period of digital economy development, use digital technology to accelerate

the integration and development of industries in rural areas, and then promote the implementation of rural revitalization strategy to achieve common prosperity for all people is a question worthy of deep thinking and discussion. Therefore, this article focuses on the perspective of common prosperity, deeply analyzes the five dimensions of digital technology empowering rural revitalization, explores the practical difficulties faced by digital technology empowering rural revitalization, and attempts to propose feasible paths for building digital rural areas to promote rural revitalization.

2. The Transmission Mechanism and Intrinsic Mechanism of Digital Technology Empowering Rural Revitalization

The report of the 19th National Congress pointed out that the issue of agriculture, rural areas, and farmers is a fundamental issue related to the national economy and people's livelihood. The rural revitalization strategy is to prioritize the issues of agriculture, rural areas, and farmers, adhere to the priority development of agriculture and rural areas, uphold the status of farmers as the main body, stimulate the vitality of rural development, and ultimately achieve high-quality rural development, narrowing the urban-rural gap. Under the guidance of the Party and national strategy, breakthrough progress has been made in rural revitalization, but problems such as imbalanced urban-rural development and the inability to promote wealth first and then continue to exist. Therefore, the Party and government should closely focus on the goal of common prosperity, starting from the five dimensions of industry, governance, ecology, rural culture, and life [8], fully leverage the diffusion, spillover, and inclusive effects of digital technology [9], improve the level of informatization in rural areas, and promote the construction of digital countryside.

2.1. Economic Empowerment: Digital Technology Empowers the Prosperity of Rural Industries

As the primary industry, agriculture is constrained by the growth patterns and natural conditions of crops, and has significant weaknesses [11]. This has led to significant challenges in achieving scientific and standardized production, alleviating information asymmetry between producers and consumers, enhancing product added value, and developing new digital tourism models in rural areas. Digital technology, as an important production factor, is combined with agricultural production and management. By establishing a digital platform, farmers, agricultural product processing enterprises, logistics carriers, consumers, and other parties can achieve information sharing. The digital transformation of agriculture has become a necessary measure to promote the implementation of the rural revitalization strategy [12]. Firstly, digital technology promotes the scientific and precise production of agriculture, accelerating the standardized transformation of agricultural production. The high-speed and low latency characteristics of 5G technology provide better network infrastructure for rural areas, supporting fast data transmission and real-time monitoring; The Internet of Things technology can monitor and control the agricultural environment, crop growth, and breeding process through the connection of sensors and devices; Artificial intelligence technology can utilize big data

analysis and machine learning algorithms to provide intelligent decision support in crop planting management, pest and disease prevention, and agricultural product quality testing [13]. Secondly, digital technology promotes the intelligent development of agricultural management and promotes the deep integration of digital technology and agriculture. With the help of big data platforms, we can gain insights into consumer needs and provide collected data feedback to producers. Farmers can produce according to consumer needs, alleviating the problem of information asymmetry between producers and consumers. At the same time, with the help of new forms such as e-commerce live streaming and community group buying, we provide consumers with high-quality agricultural products, expand agricultural sales channels, shorten the supply chain, reduce the risk of unsold agricultural products, and help upgrade the industrial structure. Thirdly, digital technology promotes the construction of new models of digital cultural tourism, revitalizing history through digital forms, and promoting high-quality development of rural cultural industries. Actively carry out cloud exhibition, digital cultural expo and other services by using new technologies such as artificial intelligence and metaverse, publicize beautiful rural culture by using APP, official account, etc., promote online and offline integrated and innovative development, and activate new forms of rural cultural tourism.

2.2. Political Empowerment: Digital Technology Empowers Effective Rural Governance

Big data is an important engine for achieving refined management and improving governance capabilities in rural areas. With the acceleration of urbanization, the population in rural areas continues to migrate and flow towards urban areas. Rural areas have also become more open and complex from their original closed areas. The flow of urban and rural population has led to the continuous disintegration of the stable personnel structure in rural areas. At the same time, due to the low education level of the population in rural areas and the weak awareness of villagers in participating in government supervision and rural governance, a series of problems have arisen, such as villagers having no choice but to file a lawsuit, being unaware of the village situation, and having a low level of participation in village affairs. All of these have put forward higher requirements for improving the governance capacity of rural areas. The rapid development of digital technology and the popularization of the Internet, big data, and smartphones in rural areas have provided technical support for building digital villages and improving the level of rural digital governance [15]. On the one hand, by utilizing remote sensing technology, 5G, and other technologies to collect real-time data, a visual rural governance map can be constructed. The key to building a digital countryside lies in fully leveraging the role of big data. By collecting, integrating, and analyzing a large amount of real-time dynamic data, precise governance of rural governance issues such as farmland planning, ecological environment, disaster prevention, and village management can be carried out, fully leveraging the analysis and prediction functions of big data. Based on these data insights, decision-makers and villagers can jointly formulate forward-looking development strategies and plans, predict future development directions and challenges, and better lead rural development. On the other hand, leveraging big data technology to promote the

transformation of government decision-making towards scientific and standardized decision-making, and at the same time, promoting digital rural construction, effectively guiding villagers to actively participate in the management and supervision of village affairs in an orderly manner. By collecting a large amount of data in rural society, the government can gain a deeper understanding of the current situation in rural areas, accurately identify the needs and problems of the villagers, understand their demands and expectations, and develop corresponding solutions. By transforming empirical decision-making into data decision-making, the government can more scientifically evaluate policy effectiveness, timely adjust and improve rural development strategies, and make decisions more accurate and effective. At the same time, through the establishment of the "village affairs notification group", the group or the official account will release village affairs information, set up an e-mail for the villagers to reflect relevant suggestions, innovate the village affairs governance model, break the traditional "one voice" system of village affairs managers, ensure the main status of villagers' autonomy, give play to the supervision role of the villagers, and comprehensively improve the rural governance ability.

2.3. Ecological Empowerment: Digital Technology Empowers Rural Ecological Livability

Green mountains and clear waters are invaluable assets. Promoting green ecological construction and promoting harmonious coexistence between humans and nature is not only a major task in building a digital countryside, but also one of the main focus points for achieving modernization of rural agriculture [16]. Since the reform and opening up, China's economic growth rate has been continuously accelerating. People sacrifice the ecological environment for economic development, and the carrying capacity of the ecological environment has been greatly damaged and continuously declining. Economic construction and ecological civilization construction, as two contradictory aspects, are both contradictory and unified. Only by promoting economic development while ensuring ecological environment construction can we attract enterprise investment with a rich resource network, attract talent flow with a beautiful living environment, and assist in the implementation of rural revitalization strategies. On the one hand, the construction of digital rural areas plays an important role in improving the development mode of rural resources and improving the natural ecological environment. Traditional rural resource development often adopts an extensive approach, leading to excessive exploitation and waste of resources, as well as environmental pollution and ecological damage. By introducing intelligent devices and digital technology, we aim to promote the transformation of agriculture towards sustainable development, reduce agricultural waste emissions, improve resource utilization efficiency, and promote the transformation of agricultural production towards a green and low-carbon direction. On the other hand, the construction of digital rural areas also helps to enhance the efficiency of mutual assistance in rural society and improve the cultural and ecological environment. Through digital platforms, villagers can share information, exchange experiences, and help each other, forming a closer social network. At the same time, the construction of digital rural areas has also promoted the connection and cooperation

between villagers and social organizations. Social organizations can provide more services and resources through digital platforms to meet the needs of villagers. Villagers can also participate in community affairs through digital technology, actively participate in decision-making and management, and increase their sense of participation and belonging to community affairs.

2.4. Cultural Empowerment: Digital Technology Empowers Rural Civilization

Rural civilization is the "soul" of implementing the rural revitalization strategy and an essential part of rural revitalization [17]. The construction of rural civilization is not a single dimensional work, but rather based on the long-standing rural agricultural civilization in China, with farmers as the main body, playing the leading role of grassroots cadres, enhancing their personal moral literacy, exploring and inheriting the excellent traditional culture of the Chinese nation, while ensuring that farmers achieve "wealth in their pockets" and "enrich their minds", enhancing their spiritual outlook, Transforming cultural soft power into hard support for the economy by building a good rural civilization. Digital technology has deeply influenced the process of promoting rural civilization construction in the new era. With the help of digital information dissemination platforms and digital resources such as the Internet, apps, and video platforms as carriers, it enriches the cultural life of villagers while showcasing excellent traditional rural culture to all sectors of society, promoting socialist core values, and changing traditional rural development concepts through digital economic development, Building a new era of rural civilization [18, 19]. Firstly, the government utilizes digital platforms to promote the concept of rural cultural construction and the inheritance of excellent traditional culture to villagers. The government promotes the new era of rural culture and civilization to villagers on digital information platforms and social media, allowing rural residents to have a broader understanding of traditional culture and excellent rural customs across the country. Rural residents are subtly influenced by traditional virtue culture, enriching their cultural life, and internalizing it into new rural culture and customs. Not only does it enable rural residents to inherit the essence of excellent traditional Chinese culture, but it also endows them with new era connotations, enabling them to better adapt to the needs of modern society. Secondly, through digital technology, rural culture has been able to break free from traditional geographical limitations and achieve global dissemination and exchange through internet channels. Villagers use microblog, official account and other media to show the unique charm and cultural heritage of the village to the outside world through text narration, picture display and video recording. Creating and sharing short video content about rural life, folk skills, natural scenery, etc. through short video platforms can attract more people to understand the charm of rural culture. The recognition and attention of rural culture from the outside world can also stimulate rural residents to feel proud and identify with their excellent traditional culture.

2.5. Subject Empowerment: Digital Technology Empowers Rural Life to be Rich

The fundamental goal of rural revitalization is to achieve the prosperity of farmers. The most difficult and arduous task to achieve common prosperity still lies in rural areas. As the

main body of agriculture, farmers must rely on them to achieve modernization in agriculture and rural areas. Therefore, only by truly helping farmers achieve prosperity and stimulating their inner vitality [19] can we better promote the construction of digital rural areas and achieve the great rejuvenation of the Chinese nation. The prosperity of farmers is reflected not only in the steady increase of their income at the material level, but also in the continuous progress of rural education at the spiritual level. To promote the material and spiritual prosperity of farmers, digital technology is an important engine to achieve the goal. Education is the foundation for achieving national prosperity and social progress. Due to the uneven distribution of educational resources between urban and rural areas and the relatively insufficient investment in rural education, rural areas often face problems such as a shortage of educational resources and insufficient teaching staff. With the popularization of the Internet in rural areas, the geographical limitations of traditional educational resources have been broken. Students in rural areas can obtain educational resources equivalent to urban students through online classrooms. Through online education platforms, they can participate in activities such as remote teaching and online discussions. At the same time, they can also use the Internet platform to match and find one-on-one tutors, customize teaching content, and stimulate students' interest in learning. At the same time, teachers in developed education areas share teaching courseware content on online platforms for rural teachers to learn from, which also greatly promotes the improvement of teaching staff in rural areas.

3. The Realistic Dilemma of Empowering Rural Revitalization with Digital Technology

Digital rural construction is an effective path to achieve common prosperity and promote balanced urban-rural development. Since the proposal of the rural revitalization strategy, China's digital rural construction has achieved many achievements, but there are still many practical difficulties, which are mainly reflected in the following aspects:

3.1. Incomplete Digital Infrastructure Supporting Facilities

A sound digital infrastructure is the foundation for breaking down urban-rural information barriers, accessing rich information resources, and an important support for promoting agricultural modernization. Since 2018, the Party and the state have repeatedly proposed in meetings to increase the construction of digital infrastructure in rural areas, but currently, the construction of digital infrastructure in rural areas is still relatively backward [18]. In 2022, the internet penetration rate in rural areas of China was only 61.9%. The construction of 5G in rural areas has not yet achieved full coverage and is still in its early stages. There are technical deficiencies and frequent malfunctions in intelligent control equipment such as information infrastructure and sensors, making it difficult and costly to obtain and analyze agricultural production data. The imperfect digital infrastructure in rural areas limits the development of cooperative production. In addition, the construction of data platforms lags behind practical needs [19]. A large amount of data is stored in various departments or systems, leading to difficulties in data acquisition and integration; The quality of

data cannot be effectively monitored and controlled, resulting in issues such as data errors, duplication, and inaccuracy; The lack of corresponding planning for the construction of data platforms also hinders the exchange and sharing of data. The imperfect digital infrastructure hinders the corresponding fulfillment of the needs of rural enterprises for digital transformation and the promotion of digital rural construction.

3.2. Lack of Institutional Guarantee for Digital Rural Construction

The construction of digital rural areas requires clear institutional guidance and scientific and standardized policy and regulatory support. However, the current construction of digital rural areas is still in the exploratory and practical stage, with a series of problems such as incomplete regulations on the operation of the digital economy, insufficient supervision of digital rural networks, and insufficient data security due to the leakage of farmer privacy data. This has brought challenges and difficulties to the construction of digital rural areas. On the one hand, the regulations for the operation of the digital economy are not sound. The rise of the digital economy has brought a new economic operation mode to rural industries. New models such as smart agriculture, live streaming sales, and digital industry have promoted the development of digital rural construction, but the corresponding legal and regulatory fields are relatively blank. Traditional economic laws can no longer keep up with the rapid development of the digital economy, and the lack of relevant laws will inevitably lead to a series of disputes such as data ownership and data sharing that cannot be resolved, resulting in resource waste. Without clear regulations on data disclosure and flow issues, leading enterprises monopolize data after mastering it, resulting in rural enterprises being unable to effectively access data platform information and limiting their digital transformation. On the other hand, there is insufficient emphasis on data security supervision. Although China has promulgated the Data Security Law of the People's Republic of China in 2021, most grassroots governments in rural areas do not attach enough importance to it, local data security regulations are not sound, and the security of personal privacy data of farmers is not guaranteed. The lack of legislation may infringe on the personal interests of farmers, leading to a lack of trust in digital platforms and hindering the development of digital rural construction [17].

3.3. Lack of Digital Technology Professionals in Rural Areas

The construction of digital countryside is an important measure to promote the modernization of rural development. To achieve the goal of rural revitalization, talents with technical, operational, and management abilities are needed to lead and promote it [10]. The acceleration of urbanization has led to a shortage of high-quality digital technology talents in rural areas, with the majority of middle-aged and elderly people remaining in rural areas lacking in digital cultural literacy. On the one hand, farmers have a poor ability to learn and accept digital technology. As direct production and operation entities, farmers need to possess certain scientific and technological knowledge in agricultural production. However, currently, the average education level of farmers in China is junior high school or below, and their education level is generally low, resulting in poor acceptance of digital technology knowledge. In addition, the development of digital agriculture in rural areas still lacks professional

management talents. As a new type of agricultural operation entity, cooperatives are the "leaders" in the development of digital agriculture. However, the head of cooperatives is mostly composed of village cadres and outstanding rural talents in the local area, and they do not have professional management knowledge and ability. There are significant limitations in organizing cooperatives to find the right position and achieve high-quality development. On the other hand, the large outflow of population from rural areas makes it difficult to attract external talents. At present, most digital technology talents are concentrated in large and medium-sized cities, and the overall economic conditions, living environment, and development space in rural areas are poor. The talent incentive mechanism is not perfect, making it difficult to attract high-quality technical personnel. The shortage of professional talents has limited the innovative development of digital technology in rural areas, which is not conducive to the integration and development of digital technology and agricultural modernization.

4. The Realistic Path of High Quality Promotion of Digital Technology Empowering Rural Revitalization

In order to better leverage the important driving role of digital technology in the construction of digital rural areas, improve the current difficulties of incomplete digital infrastructure, insufficient investment in digital construction, lack of institutional guarantees, and lack of professional digital technology talents in rural areas, this section focuses on increasing the integration and development of rural industries and digital technology, increasing the supply of digital elements, and so on. Three aspects, including improving the institutional system for digital rural construction, are proposed to provide corresponding countermeasures and suggestions for promoting high-quality digital technology to empower rural revitalization.

4.1. Intensify the Integration and Development of Industry and Digital Technology to Assist in the Upgrading of Rural Industrial Structure

One is to digitize traditional agricultural production processes and business models to improve efficiency and optimize agricultural production. By actively introducing big data and IoT technologies, agricultural operations can be updated, precision cultivation and real-time dynamic monitoring of crops can be implemented, promoting the transformation of breeding from conventional breeding to molecular breeding and design breeding; Applying sensing and measuring instruments to calculate the optimal amount of fertilizer can achieve precise fertilization; The use of digital intelligent retractable sprinklers for precise control of farmland irrigation achieves precise and intelligent management of agricultural irrigation, greatly freeing it from the constraints of natural weather. At the same time, innovate agricultural management models and accelerate the comprehensive application of digital technology from the production field to the sales field. Improve the infrastructure construction in rural areas, promote the transformation of traditional agricultural product transportation into a smart logistics network, shorten the supply chain, build an efficient and smooth rural logistics system, and deliver high-quality agricultural products to consumers more quickly.

The second is to cultivate and develop emerging industries in the digital economy, and activate the potential for rural economic development through digital technology. Cultivating emerging digital industries can promote the optimization and upgrading of rural industrial structure. Utilizing big data and IoT technology to accelerate the construction of new digital agriculture platforms, accelerate the construction of agricultural data collection systems, and utilize the platform's fast memory and data reading function to calculate consumer preferences, effectively promoting the integration of agricultural production enterprises and consumers in production and sales. Deepen the development of agricultural product e-commerce by building specialized agricultural product e-commerce platforms such as "supply and marketing e-home". Sell high-quality agricultural products through specialized agricultural e-commerce platforms, cultivate leading agricultural e-commerce enterprises, and guide the scale and efficient development of rural e-commerce. At the same time, combining digital technology with rural tourism to create a new tourism model of "digital cultural tourism", the rise of emerging industries such as VR simulation experience and digital cultural heritage has clarified the development direction for achieving the goal of digital countryside.

4.2. Building a Digital Element Support Mechanism to Revitalize the Internal Vitality of Rural Revitalization

One is to increase financial support. Villagers and rural enterprises are unable to achieve digital innovation and development solely on their own, therefore, they require financial support from the government and social capital. The government can increase financial support for digital transformation projects of rural enterprises through industrial policies, the establishment of special funds, tax incentives, and other means. However, the government's financial support is limited, and the government should actively introduce social capital by establishing compensation mechanisms such as tax reduction and free publicity to encourage social capital to provide funding and equipment support to rural enterprises. In 2021, the national social capital investment for county-level rural informatization construction was 95.46 billion yuan, an increase of 17.2% compared to the previous year. The strong support of local government fiscal policies, combined with the assistance of social capital, can effectively compensate for the funding gap in digital rural construction and help rural enterprises upgrade and transform.

The second is to establish a digital talent support mechanism. Talents are an important guarantee for the integration and development of digital economy and modern agriculture. Valuing talent cultivation and actively introducing digital talents is essential to ensure the high-quality development of digital rural construction. Firstly, the government should strengthen the promotion of digital production and utilize the visual benefits brought by digital technology to increase the enthusiasm of villagers and rural enterprises to learn digital technology. Some digital technologies are not difficult to get started with. The government cooperates with professional training institutions to provide professional technical guidance to villagers and rural enterprises according to the actual situation of local agricultural development. Regular digital technology training is organized to overcome ideological barriers among villagers

and revitalize the vitality of the main body of rural revitalization. Secondly, for the use of high-precision and cutting-edge digital technologies, a high-quality digital technology talent introduction strategy should be implemented. By improving infrastructure construction, increasing salary and benefits, and optimizing the rural ecological environment, we can alleviate the concerns of digital talents and provide talent support for the digital economy to promote the modernization of agriculture.

4.3. Improve the Institutional Guarantee System for Digital Rural Construction and Empower the Improvement of Rural Governance Effectiveness

Firstly, the government should play a guiding role in development, break the superficial work inertia of digital information platform construction, formulate long-term detailed development plans and guidance support for various dimensions of digital rural construction, and build a digital information platform that truly reflects the needs of the masses, improves the productivity of rural industrial development, and is close to the production and life of farmers. Rural residents can apply for agricultural subsidies or other government benefits online through the platform, without the need to personally go to government agencies to queue up for processing. Meanwhile, digital platforms can also provide services such as online education and remote healthcare, allowing rural residents to enjoy the same convenience and quality as urban residents.

The second is that the government should introduce laws and regulations related to the digital economy, clarify the rules for the use and upload of digital data, resist the monopolistic behavior of enterprises in the process of digital rural construction, and ensure the information security of farmers, so that the construction of digital rural areas can be legally based. Give full play to the rigid legal constraints and promote the standardized development of rural industries. At the same time, the government should strengthen the supervision and management of the development of agricultural product e-commerce platforms, formulate detailed rules and regulations for the operation of e-commerce platforms, and promote the standardized operation of digital e-commerce platforms through measures such as information levels, consumer ratings, and compensation for high fake prices. This will promote the sustainable development of rural industries and help the rural revitalization strategy achieve high-quality progress.

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