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Research on the Strategy for Building an Emergency Rescue Intelligent Platform Facing Supply and Demand

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Abstract: In the event of sudden major disasters, national and local governments often face situations such as material shortages and improper allocation. By building an emergency rescue intelligent platform oriented towards supply and demand, it integrates public welfare activities, open content, and precise information, and widely collects and timely discloses real-time information of the affected areas nationwide, in order to facilitate government assistance and platform users to make point-to-point public welfare donations. The establishment of such emergency rescue intelligent platforms is of great significance for maintaining social harmony, and the launch of the platform can assist the government in solving the problem of information asymmetry during disaster relief; Utilizing the convenience of information disclosure on online platforms to seek benefits for society; Help affected areas better cushion the impact of disasters; Make the affected people feel humanistic care, help them regain their confidence in life, and promote the trend of doing public welfare and offering love.

Keywords: Emergency Rescue; Platform Construction; Platform Economy.

1. Introduction

When major disasters such as epidemics and floods occur, national and local governments often face situations such as material shortages and improper allocation. Therefore, corresponding platforms should be designed and launched as an instant online assistance platform. Its main functions should include: 1. Statistics of the affected population and material information in the event of a major disaster; 2. Public welfare sales of life relief goods; 3. Provide volunteer information from various regions; 4. Build large-scale facilities for impoverished areas; Integrating public welfare activities, open content, and precise information. Reasonable use of online platforms can better utilize real-time information to help the government make coordinated decisions in the face of emergencies, and help solve social problems such as information inequality and improper use of materials. Utilizing the convenience of information disclosure on online platforms to seek benefits for society, helping disaster-stricken areas better cushion the impact of disasters, and providing love to the affected people to feel humanistic care, while actively promoting the spirit of public welfare, is crucial in today's relief field and even in the entire society.

2. Existing Problems:

2.1. Information Confidentiality Technology Needs to be Improved

With the rapid development of information technology, the popularization of mobile internet, and the arrival of the big data era, unlimited information mining, information abuse, and information infringement occur constantly throughout the entire data lifecycle of data collection, data integration and fusion, data analysis and archiving. The strong data processing capabilities and widespread incidents of personal information leakage have led to an increasing call for the protection of personal information. [1] The process of information collection and organization on the platform inevitably involves personal privacy, and how to provide services without disclosing personal privacy is a challenge faced by the platform. In terms of professional technology related to protecting user private information, continuous experimentation and improvement are still needed to ensure the privacy and security of customer groups.

2.2. Lack of Visibility

The platform collects real-time information to assist the government in making coordinated decisions in the face of sudden major disaster events, helping to solve problems such as information inequality and improper use of materials. At the same time, it releases recruitment information for volunteers in various regions and conducts public welfare sales of life relief supplies. Among them, some functions of the platform overlap with existing public welfare platforms, and in the event of competition between the two, the public tends to choose platforms with high visibility. Due to the significant role of popularity in attracting and stabilizing customer groups, which directly affects the competitiveness of the platform, it is urgent for the platform to find suitable methods to enhance its visibility.

2.3. The Logistics Supervision System Still Needs to be Improved

The Internet of Things is a rich and diverse interactive use of end devices, covering mobile terminals, monitoring systems, etc. It can cover radio frequency identification on assets, use wireless wired devices for network interconnection, achieve security monitoring of targets, and use related devices for positioning, alarm, and other functions. It can achieve integrated management of everything and achieve "Internet of Things" [2]. Most of the existing emergency rescue intelligent platforms are not yet mature in development, and the logistics supervision system has not yet formed a complete structure, requiring on-site operation and inspection. The most important aspect of the material supervision system is the

matching between material transportation and platform updates of disaster information. If materials cannot be delivered in a timely and accurate manner, the original intention of platform construction cannot be achieved. The material transportation and logistics information update system require more detailed planning to ensure the smooth operation of the platform and timely assistance to the affected population. At the same time, it is also necessary to overcome logistics difficulties in remote areas, promote material procurement, transportation, positioning and tracking, and implement the formation of a complete logistics chain.

3. Research Status

3.1. It has Broad Development Prospects

The emergency rescue industry in China is in a stage of rapid development, with huge potential for development. In today's era, due to factors such as geographical location, China is prone to natural disasters. However, there are a large number of issues such as incomplete development of the emergency rescue industry, as well as accumulated and newly added safety hazards and risks. As extreme weather disasters enter a period of frequent occurrence, the foundation for disaster prevention and reduction is weak, and the construction of emergency rescue forces is still in a critical stage of laying the foundation, overcoming difficulties, and improving the level. The problem of imbalanced and insufficient development remains prominent. [3] Therefore, establishing a relevant rescue service platform is an urgent issue that needs to be solved, and it can also supplement the development of China's emergency rescue industry

3.2. Lack of Construction of Relevant Service Platforms

When major disasters such as epidemics and floods occur, national and local governments often face problems such as material shortages, improper distribution, and low efficiency. With the development of society entering the information age, it is possible to solve the above situation by using big data and internet related technologies. The data platform directly contacts the demand side, gathers relevant information according to different needs, and conducts real-time authentication and release through network channels, thereby achieving "precise rescue", reducing information asymmetry and message delay, and enabling governments or organizations at all levels to respond more quickly to emergency situations. By utilizing the convenience of information disclosure on online platforms to seek benefits for society, not only can disaster-stricken areas better cushion the impact of disasters, but also by offering love, disaster-stricken people can feel humanistic care and establish a culture of public welfare.

4. The Necessity of Building a Professional Platform for Emergency Rescue

4.1. Relieve Information Lag

The data platform can provide a professional channel for information dissemination. In most practical situations, when a sudden situation arises in a certain area and material resources are needed for assistance, there is often a lag phenomenon due to delayed transmission of information, resulting in compressed transportation time and a decrease in the timeliness of emergency assistance, causing socio-economic losses and even potentially exacerbating casualties. And through dedicated platforms, a new channel can be opened up for such urgently needed messages to be quickly disseminated, specifically released, thereby accelerating dissemination speed and reducing message lag.

4.2. Achieve Precise Docking

Through specialized platforms, precise matching of requirements can be achieved. When the situation is unclear, the supporting party usually makes a decision by measuring the demand for materials and human resources in the demand area through experience. In this situation, the demand area may face an embarrassing situation where specific materials are insufficient, while other materials with smaller needs have surplus, which reduces the efficiency of aid and the utilization of materials. By publishing requirements through the platform, the regions in need can directly list the situation and degree of demand for various materials. After obtaining this type of information, the supporting party can make decisions and support from the perspective of the region in need, improve the efficiency of fund and resource utilization, save social resources, and achieve precise alignment between needs and assistance.

4.3. Assist in Information Disclosure

Publishing information through data platforms is conducive to making information public and transparent. As a publicly available platform, the data platform allows all registered users to view relevant information. In the traditional process of support, there are sometimes problems such as illegal individuals making "national financial difficulties" and special rescue funds being "reduced" layer by layer. By publishing relevant information on the rescue process, material situation, and fund use through the platform, not only can the rescue process be made public and government affairs be promoted, but it can also be supervised by citizens, making it easier for every citizen to participate in the support process, enhancing the sense of participation of the people as the masters of their own affairs, and ensuring the safety of materials and the legitimate use of funds.

4.4. Realize the Third Distribution of Common Prosperity

The third distribution is a resource allocation activity led by social mechanisms, which is a beneficial supplement to the initial distribution and redistribution. According to the requirements of the third wealth distribution for common prosperity, public welfare activities, charitable donations, and volunteer services of enterprises and large organizations have become essential conditions for their development and growth. [4] Registered users can donate materials, donations, and facilities to impoverished areas through the platform, providing material assistance to underdeveloped areas. They can also search for volunteer service information on the platform and provide volunteer services to areas in need. By utilizing various relevant functions of the data platform to assist in rescue, donation activities, and volunteer services, it can meet the strategic goals of improving people's quality of life, improving the national economy and various systems, and achieving a prosperous, strong, democratic, civilized, and harmonious socialist country. It is more conducive to promoting coordinated regional development and common prosperity, promoting social, technological, economic

development, and progress in spiritual civilization

5. Feasible Measures to Solve the Problem of Platform Construction Above Supply and Demand:

5.1. Formulate the Methodology of Implementable Measures

Measures to solve the supply and demand level should first be based on the starting point of platform construction, dig deep into the foothold of user needs, find out the platform construction function that users really need, so as to find specific strategies that can be implemented, provide practical starting ideas for the initial construction of the platform or website, and improve the subsequent upgrade of the platform. Can provide a reference to the initial goal. The main purpose is to build an online rescue platform to provide a professional, timely, efficient and real information exchange channel for the disaster-affected areas, and to carry out the double linkage between online and offline, using online mobile information and offline organization and operation. The main starting point of the research is to clarify the needs, provide assistance activities such as accurate material delivery to the disaster-stricken areas in need, and optimize the allocation of social resources. At the same time, the main implementation measures of the platform construction must reflect the novel characteristics of the platform, which is better than the concept of Ruoshuo model, with diverse functions and wide audiences, and can cover the new model of platform and public welfare. From the specific improvement and optimization of the registration channel, information platform, disaster area donation channel, mall purchase channel, facility donation channel and volunteer service channel to achieve landing.

5.2. Practical and Strategic Concrete Measures:

5.2.1. Find Market Supply and Demand Points to Provide Lubricants for Faster Entry into the Market.

To build a website platform based on the supply and demand level, the opinions and ideas of the supply and demand sides play a guiding significance in the development process of the platform. First of all, in the initial stage of platform construction, a huge amount of questionnaires of 50,000 to 100,000 can be issued to study the basic situation of consumers doing public welfare on the network platform and understand the base situation. From the perspective of supply, it is necessary to investigate the cooperation between enterprises or suppliers and online public welfare platforms, understand their trust in the management of materials and coordination of funds on online platforms and the donation process concerned, etc., and dig out the real volume of demand for online public welfare platforms that is not reflected in the market, so as to evaluate the platform construction in the later stage based on this volume.

5.2.2. It can Enter the Market Quickly and Seize Market Share.

First of all, we should focus on the current situation of the construction of relevant platforms or procedures at home and abroad. It is not difficult to find that the number of relevant online rescue platforms at home and abroad is small, and there are few competitors. Therefore, in line with the principle of market pioneers, with the formal establishment of the platform can gain market share faster, so relevant researchers should build the platform at the fastest speed and with the highest quality.

5.2.3. Use Big Data to Improve the Information Collection Surface and Solve the Shortcomings of Platform Construction.

The original intention is to build an online platform based on real-time sharing of big data, so if you want to get the favor of most users, you must gradually improve the visibility. However, as an information collection platform, there are three shortcomings that need to be solved urgently: 1. Information collection is not construction, a huge number of questionnaires of 50,000 to 100,000 can be issued to study the basic situation of consumers doing public welfare on the network platform and understand the base situation. From the perspective of supply, it is necessary to investigate the cooperation between enterprises or suppliers and online public welfare platforms, understand their trust in the management of materials and coordination of funds on online platforms and the donation process concerned, etc., and dig out the real volume of demand for online public welfare platforms that is not reflected in the market, so as to evaluate the platform construction in the later stage based on this volume.

5.2.4. Strengthen Multi-Party Cooperation with Enterprises and Governments to Obtain Information and Financial Resources for the Platform Construction.

Due to the public welfare and social nature of the project, its successful construction is bound to add a force to social development, and it can use advanced real-time statistical platforms such as big data to solve the problem of incorrect information and waste of materials more efficiently when the disaster is serious. Based on the starting point of the platform construction, we will draw the help of the government and enterprises, establish cooperation with the corresponding material supply enterprises, and purchase materials at competitive prices, so as to reduce the aid cost of the donor, promote sales, and achieve a win-win situation. From the level of government cooperation, the platform determines the assistance region through field investigation, independent certification and other ways, and then cooperates with the government of the assistance region to deliver aid resources and targeted help to the region. The region needs to provide specific assistance and relevant information.

6. Conclusion

With the progress and rapid development of the social economy, the iteration of big data updates on the Internet is closely related to various aspects of people's lives. In the face of major disasters, it can save a lot of manpower and material resources in a short period of time, making more and more people realize the importance and necessity of combining big data to solve disasters. A big data platform that can quickly respond to demands and reasonably plan resources to improve utilization efficiency is urgently needed at this time. Actively assuming social responsibility through public welfare means, helping the government and people make coordinated decisions and seek help in resolving emergencies, and helping to solve problems such as information inequality and improper use of materials. Through the convenience of information disclosure on online platforms, we can seek

benefits for society and help disaster-stricken areas better alleviate the impact of disasters. This not only accelerates the reconstruction of disaster-stricken areas, but also allows disaster-stricken people to feel more humanistic care through giving love.

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