

Problems and Countermeasures of Revitalizing Rural Surplus Labor under the Background of Internet Gig Economy

Meiling Yang

Business School, Beijing Wuzi University, Beijing, 101149, China

Keywords: Internet, gig economy, rural labor force, poverty alleviation, helping farmers

Abstract: In recent years, the rapid development of the Internet has led to the rise of the Internet gig economy. The Internet gig economy is not only booming in metropolitan areas, but also shifting its market to rural areas with the development of the battle against poverty in the past few years. While creating a large number of employment opportunities for rural areas, it also faces a series of problems, such as hindering the sustainable development of the Internet gig economy in rural areas. In this paper, through literature analysis, comprehensive odd jobs on Internet how to revitalize the rural surplus labor under the background of economic research, summarizes the Internet odd jobs under the background of economy revitalize the rural surplus labor problems and put forward the corresponding countermeasure, aims to explore how odd jobs in the Internet economy under the background of social parties to help, to promote rural surplus labor to revitalize to continue to give full play to its own value, so as to promote the revitalization of the rural surplus labor force and realize the sustainable and healthy development of the rural economy.

1. Introduction

The Internet gig economy has a good development trend in China. At present, many enterprises make use of this new recruitment method to connect enterprises and workers online, realize labor transaction through online work, reduce their own financial pressure, and achieve better development. To a certain extent, the Internet gig economy can provide more job opportunities, and many people without regular jobs can use it to earn income. This new mode of hiring beyond geographical limits has provided a large number of job opportunities for many workers in rural areas. As a result, farmers have a wider range of options for part-time jobs. They can find short-term or long-term jobs according to their own time, work nearby or farther away, and choose jobs that are skilled and profitable according to their labor skills. At the same time, it cannot be ignored that the Internet gig economy is still facing many practical problems and challenges that restrict its development if it wants to expand the rural market extensively and persistently. Therefore, how to deal with the Internet gig economy under the background of practical problems and challenges and explore how to deal with the problem when the countermeasures, play to the value of all parties, promote the rural surplus labor force to revitalize, realize the sustainable and healthy development of rural economy has become an important topic at present^[1].

2. Problems in Revitalizing Surplus Rural Labor under the Background of Internet Gig Economy

2.1 Farmers Do Not Adapt to Online Job Hunting

Rural migrant workers are highly dependent on traditional recruitment methods. The survey found that many areas still maintain a "original ecology" of the traditional recruitment method, that is, the contractor to the site to recruit workers, migrant workers ask the salary and job content, when appropriate. These migrant workers are extremely dependent on this "original ecology" traditional recruitment method^[2]. For them, they face difficulties in using smart phones, not updating information on recruitment platforms in a timely manner, and online fraud.

Migrant workers are not well-educated. Most migrant workers are not skilled in the operation of smart phones, and it is difficult to understand the words on the Internet. Many clear words and operation steps may not be understood and applied, and even lead to wrong understanding and feedback^[3]. Coupled with the identification of true and false information on the Internet is also weak, easy to doubt online recruitment, lack of trust, more rely on traditional recruitment methods.

The popularity of smart phones among farmers is not high. Although smartphones have revolutionized people's lifestyle, there are still some migrant workers who are not accustomed to using smartphones. Some difficult mountainous areas, poor economic conditions, no spare money to buy smart phones, mobile phones for the traditional, old style mobile phones, do not have the Internet function, even if the use of smart phones, due to weak infrastructure, signal and network coverage is low, even if there are mobile phones cannot be fully used; Especially for some older, illiterate, or usually do farm work is too busy, learning ability is not strong, did not take the time to calm down to research smart phones, or have reached the age of enjoying old age, grandchildren, do not want to use smart phones^[4].

2.2 Large Labor Force Hoarding in the Countryside

Information in mountainous areas is closed, and labor is not easy to move. Some remote mountainous conditions, steep terrain, traffic inconvenience, information block, backward economic development, the development difficulty is high, to the construction of the network coverage, farmers not only in and out of the difficulty, and not easy contact with the outside world information, even if the villagers have to the idea of migrant workers, but also because these objective factors lead to action is not convenient and is forced to stay in the countryside, In this way, a large number of available labor force is stored in the countryside, which is inconvenient to transfer out^[5].

2.3 The Personal Safety of Migrant Workers is Not Guaranteed

Due to the gig economy, migrant workers are not formal employees of employers, which means that employers do not have to make explicit guarantees for the personal safety of migrant workers. Employers only need employees to complete the set workload, but accidents, personal safety and health status of workers in the process of work are not provided with corresponding guarantees^[6], employees need to be fully responsible for their own work safety and health.

2.4 High Requirements for the Landing Conditions of Factory Construction and Great Difficulty in Popularization

The demand is higher, the landing of a region, most of the factory to recruit migrant workers base is located in the suburbs of urban-rural integration, the smooth degree, economic infrastructure, road

transport materials and degree of transportation convenience has certain requirements, while some remote mountainous area, or away from the suburban rural hard landing, the farmer's economy rarely have the opportunity to contact with odd jobs.

2.5 The Main Body of Labor is Not Fixed

Gig economy has broken the traditional employment relationship between employers and practitioners, and the responsibilities and rights of the supply and demand sides are unclear. Migrant workers are not formal employees of employers, employers have a weak binding force on migrant workers, there will be migrant workers work attitude undisciplined, irresponsible, strikes and other phenomena, enterprise staff management, labor disputes occur frequently, which will have a direct impact on the production efficiency of enterprises and factories.

3. Countermeasures to Revitalize Surplus Rural Labor under the Background of Internet Gig Economy

3.1 Strengthen the Publicity of Gig Economy and Break Traditional Concepts

For migrant workers do not adapt to the phenomenon of online recruitment, the top priority of the government and companies should be stepping up odd jobs Internet economy degree of publicity, promote economic familiarity of the migrant workers odd jobs on the Internet, using the local media, news and media platform for propaganda, combined the power of the local industry association, and non-profit organizations, building public welfare projects, helping projects, etc., Establish a full coverage of "gig carriers", constantly enrich the public employment service system, and effectively promote the employment of migrant workers; "Gig service Windows" have been set up in public employment service agencies at city and county levels to provide "one-stop employment" services. An "online market", relying on official government websites and new media, will set up online columns on the gig market; And set up special information areas for short-term part-time jobs and gig jobs to achieve accurate matching of employment information. We will build a "gig home" to make it easier for migrant workers and farmers with flexible jobs to work and live in the "gig home". Establish a "comprehensive reform demonstration Zone", set up gig employment service halls and gig stations, and operate "gig service stations".^[7] So that more migrant workers have a sense of trust in gig economy employment and are willing to join the trend of gig economy employment.

3.2 Improve Traffic Conditions in Remote Areas and Improve Information Accessibility

In view of the inconvenient transportation and backward economy in some remote areas, it is difficult to popularize the gig economy, the government and enterprises should work together to increase the investment of capital and technology and improve the transportation. If the road traffic conditions are acceptable, the bus routes should be further optimized to achieve the goal of public transportation; For the situation that the road is relatively narrow and does not adapt to the general bus traffic, the problem of bus access is solved by using small vehicles and special lines. For the increased cost of public transportation, municipal finance can be used, the location of the town fiscal supplement^[8]. We will build networks to promote links between urban and rural areas, tap a large number of rich rural labor resources, let more farmers out, and achieve mutual benefit between labor and management.

3.3 Improve the Construction of Relevant Systems to Protect the Interests of both Labor and Capital

Speed up the improvement of laws and regulations. At present, relevant legal systems do not clearly identify labor relations in the "gig economy" model, and according to existing laws and regulations, there is insufficient protection for gig economy practitioners. Therefore, it is necessary for relevant government departments to further improve relevant laws and regulations on social security for flexible workers, and find a legal path that can not only promote the vigorous development of the "gig economy", but also protect the rights and interests of platforms and practitioners. Government guidance should be strengthened. Based on the digital economy and online platforms and the use of big data in the human resources market, the government will give play to the role of government security funds in the public welfare system, strengthen actions to improve vocational skills, regulate the behavior of gig economy workers, and guide the healthy and orderly development of the "gig economy" in various industries. So as to give full play to the huge potential of the gig economy in driving and solving the problem of surplus rural labor. Industry self-discipline will be encouraged. From the perspective of the industry, providing various protection measures for practitioners is a long-term investment. Before there is a perfect legal system, the corresponding industry enterprises or associations should take the lead in legislating, consciously adopt industry standards and regulate industry behavior, and avoid the damage caused by inefficiency and improper management^[9].

4. Research Conclusions

Currently, the gig economy is thriving on the back of the Internet. The Internet gig economy is not only developing in cities, but also shifting its market to rural areas with the ongoing battle against poverty in the past few years. While the Internet gig economy has created a large number of employment opportunities for rural areas, it also faces a series of difficulties and challenges that hinder the sustainable development of the Internet gig economy in rural areas. Through literature analysis and combined with relevant studies on how to revitalize the rural surplus labor force under the background of Internet gig economy, this study summarizes the existing problems and difficulties of revitalizing the rural surplus labor force under the background of Internet gig economy and puts forward corresponding suggestions and solutions. This paper aims to explore how to help and promote rural surplus labor under the background of Internet gig economy and how to continue to give full play to its own value, so as to promote rural surplus labor, achieve sustainable and healthy development of rural economy, and narrow the gap between urban and rural areas. However, due to the scarcity of relevant literature, subjectivity and other factors, research conclusions may not be comprehensive and complete.

References

- [1] Qin Qiangsheng, Li Jinfeng, Wu Mengda, Song Xiaodong, Liu Shuo. (2017) 10 Facts about people's livelihood revealed in the Report to the 19th National Congress. Xinhua News Agency, 10, 21.
- [2] Wu Junlin, Xie Qiangmin. (2022) Survey of migrant workers' online job hunting: They don't use smart phones, they don't update job information in time, and they lose money by paying fees. Dazhong Net, 5, 27.
- [3] Yi Ming. (2022) Is it true that many farmers don't know how to use smart phones? Sohu. com, 1, 17.
- [4] Wu Ying. (2016) Who says farmers can't play with their phones and wechat. Sohu.com, 8, 28.
- [5] Lisaus. (2022) Effective countermeasures to solve the problem of rural surplus labor in poor areas. Renren Wenku, 7, 15.
- [6] Hu Ying. (2022) Opportunities and Challenges of platform Gig labor in China. Guangming, 6, 9.
- [7] Liu Mingyu. (2022) Xiaoxiang Morning Post. Media of Ministry of Human Resources and Social Security pay attention to the construction of Taiyuan gig market. Official website of Ministry of Human Resources and Social Security,

10, 5.

[8] Xu Yinchang, Chen Jiangping. (2019) Suggestions on solving the problem of bus access in remote administrative villages. Official website of Cixi City People's Government, 5, 20.

[9] Dai Ying. (2020) Domi official website. Development and Dilemma of "Gig Economy". Tencent News client, 9, 17.