

## Virtual and Real Digital

Pan Guo

School of Shenyang Aerospace University, Shenyang 110136, China

1161762108@qq.com

**Keywords:** Digital Age, Internet Finance, currency

**Abstract:** Digital media art is not only a new interdisciplinary subject, digital media art is also a young, diverse and rapid development of the computer in the field of art, before the advent of everything in the world in its original form to follow the prescribed order of operation, now the Internet is changing the world, with the rapid development of the Internet era, the financial industry began to penetrate into the Internet, the Internet with the impact of the deepening of mutual relationship between the Internet and the real world has become more and more harmony, virtual reality, and also more and more become empty, we will become more and more difficult to define virtual The boundary between reality and reality. Virtual reality technology is the expression of people's visual simulation and the objective world, and can achieve a good human-computer interaction, good combination of virtual and real.

### 1. Introduction

The computer Internet has been turned from virtual too real. As the Tao Te Ching said, let the existing “thinking of profit” to dig out more “useless” and integrate real resources more effectively and conveniently. Resources find more space to play, thus making the Internet more closely related to humans. With a close and frequent relationship, the Internet economy and Internet finance, which are more closely related to human life, have naturally emerged.

There is also financial penetration in the Internet. Finance is the foundation of all economic behaviors. The financial industry is a high-level form of commercial economy. Internet finance has grown stronger with the booming Internet economy. The birth and development of finance is to solve the problem of value circulation in commercial and economic life. Internet finance has also developed and expanded for the more rapid value circulation of the Internet economy. Internet finance has helped the rapid development of the Internet economy. At the same time, the highest stage of Internet finance, the Internet virtual currency, has also emerged. The emergence of virtual currency means that the Internet economy has completely formed an independent new economic ecosystem. This new type of information technology once the economic ecosystem matures, it will greatly change the face of the entire business world.

The virtual and real in the digital age, the formation of an independent new economic ecosystem marked by the creation of virtual currency, is based on the development of Internet technology and applications. At this point, the Internet has evolved from the basic form of human-computer interaction and multi-machine interconnection in distant laboratories to an important driving force for carrying forward the development of various behaviors and things in the real world.

### 2. More rapid information portal era

#### 2.1 War on the desktop

The industrial revolution initiated in the middle of the 18th century has led to an unprecedented increase in human productivity. Under this influence, human production relations have become more compact and complex. With the increasing exchanges of people around the world, human life has become more comfortable and relaxed. Since the entry of electronic computers into the civilian

sector, two companies have always been put together for comparison, that is, Microsoft and Apple. In the 1990s, Microsoft was ahead of Apple, especially in 1999. When Microsoft's stock price hit a record high and its market value was close to \$620 billion, Apple was on the verge of bankruptcy. Today, Apple's market capitalization has exceeded \$750 billion, while Microsoft has only \$400 billion. The war between Microsoft and Apple runs through the entire era of personal computers. Even today, it is still difficult for us to distinguish between the two. What is the focus of competition between the two companies it is the "browser" of a personal computer. In a series of market operations, Apple has been keeping the initial focus of the operating system. In the past 40 years, Apple and Microsoft's browser battle has never stopped. The war between Microsoft and Apple is far from over, and there is a very long journey.

## **2.2 Search portal under information explosion**

In the computer- and Internet-based information society, information is the cornerstone of the success of Internet companies, and the success of portals is precisely because compared to traditional media, portals bring unprecedented experience to users, users can always Get the information you want, anywhere. However, in essence, the success of the portal is actually quite tricky. In the early days of the Internet, the main demand for information from users remained at information reading. Therefore, portals with meticulous classification can satisfy users' reading needs for different information.

The development model of the portal has actually determined its inability in the era of information explosion. In the field of information acquisition, compared with the "big and complete" portal, the "small but fine" search engine is bound to have an absolute advantage. In the era of information explosion, with the continuous influx of users and information, users have a clearer understanding of what information they need. In the centralization trend of the Internet, although the information volume of the portal website is also rich, the classification is also meticulous, but the competitiveness of the portal website is almost zero compared to the search engine with "key words direct". Just like the rapid development of computers, the development of the Internet is also rapid, and in the Internet era, the growth of information volume is even more alarming. The original hot portal is replaced by search engines. In the rapid development of the Internet, users not only get information, but with the popularity of computers and the Internet, human life and production methods have gradually changed.

## **3. Network environment and currency virtualization**

### **3.1 Socialized level and gold coins**

In the continuous popularization and improvement of the Internet, in order to increase social interest in the development direction of the Internet socialization, early social networks began to introduce primary virtual currency after developing the concept of hierarchy, such as Q coins, Baidu coins, etc. The interaction with the real world has been further deepened. With the advent of the Web2.0 era, Internet companies have begun to move toward socialization, and social networking sites have taken up a broader space for development in the new era. However, based on the large number of users, as a traffic portal, social networking sites mostly lack good means of realizing traffic. The profit model of social networking sites mainly includes advertising, virtual value-added services, and open platforms. The reason why virtual currency can become the standard of social networking sites is not simply to promote the sales of its value-added services. Social networking sites still regard virtual currency as an essential element, and because for social networking sites, there is only one indicator of success. That is the user.

In the Chinese market, the virtual currency of social networking sites only supports one-way redemption. That is to say, users can purchase virtual currency in RMB, but the virtual currency in the account cannot be cashed out, and users can only choose to consume it. In the continuous development, many social networking sites also combine virtual currency with physical objects, and launch a virtual currency exchange system. Users can use the virtual currency under the

accumulation to exchange various physical goods. In addition, in the continuous development of the Internet, each Large-scale social networking sites stand out, such as Tencent, Baidu, Weibo, etc., they have a good reputation. With the continuous development of the Internet, when the trust problem of the online world is solved, the profit-making methods of Internet companies will also become more diversified. Because users believe that the assets invested in the Internet are sufficiently secure, it is believed that the assets in the Internet have value, and social networking sites also the launch of the virtual currency system has also brought about an opportunity for the further development of Internet finance, and an independent new economic ecosystem has begun to sprout.

### **3.2 The future world of virtual currency**

With the popularization of digital technology and the maturity of mobile payment technology, the social economy will gradually develop towards digitalization and virtualization. Digital payment is catering to the needs of consumers and the financial industry in its simple and convenient payment process and low payment cost. In the digital economy, more and more consumers are more inclined to cashless transactions; but cash from real life it will take a long time to disappear. After all, since the development of human society, physical currency has always existed and played a huge role. Even in Sweden, cash has not really disappeared. In order to avoid marginalization of the elderly, rural people and low-income groups, cash will still exist in trading activities for a long time. In a society where economic activities are fully digitized, the income, expenditure, borrowing, investment, etc. of any person or business will be fully recorded. As the economic activities of the whole society are fully digitized, when the current financial center institutions evolve into financial services institutions, these institutions can more easily assess the qualifications of each user; in all financial systems, credit records It is the most important intangible asset of the user. It covers all kinds of key data of the user. In the traditional credit system, it is difficult for financial institutions to include all the economic untrustworthiness behaviors or potential default risks of the users. One contains all the users' economics. The block chain of activity information can provide financial services organizations with a richer and more accurate judgment basis, thereby significantly reducing the cost of risk control; all of the user's assets will be recorded in detail, whether it is physical assets or virtual assets. . At this point, if the user needs to perform asset collateral, then the financial services organization can easily approve the records without having to conduct an offline investigation.

With the rapid spread of the mobile Internet, in the future of full digitalization of economic activities, users will be able to use self-service whenever and wherever they want to meet their individual needs. In a society where economic activities are fully digitized, we will no longer feel the existence of financial institutions. No matter what kind of services we need, we can log in to a website, open an app, or connect to a node. Easily submit your own service needs. China has already taken the road of comprehensive digitization of economic activities. Any currency has two attributes, one is commodity property and the other is currency property.

### **References**

- [1] Lu Weiming, the Digital Age of Virtual and Real, Beijing: China Fortune Press, 2016. 9.
- [2] Amoy VR, "Virtual Reality: From Dream to Reality", Beijing: Electronic Industry Press, 2017.1.
- [3] Zhong Xiangqun, Financial Innovation under the Internet World, Journal, No. 3, 2013.
- [4] [United States] Edward Castro nova, "Monetary Revolution: Changing the Virtual Currency of the Future of the Economy", CITIC Publishing Group.
- [5] Suning, "Theoretical Analysis of Virtual Currency", Social Science Literature Publishing House, 2008.9.