Research on the Development Path of Sichuan Home-based Elderly Caring Services under the Background of the Internet

Qunping Chen

School of Business, Lingnan Normal University, Zhanjiang, 524048, China

Abstract: According to the information from the Bureau of Statistics of Sichuan Province, Sichuan Province has already entered an aging society. When choosing model providing for the aged, because of cultural, emotional, physiological function and other reasons the majority of the elderly choose home-based care. In the process of perfecting China's security system providing for the aged, to improve the construction of home-based service system is of great significance. In the new era, the opportunities and challenges of home-based service providing for the aged coexist. In this paper, in view of the causes of the "Internet plus" community home-based services providing for the aged, the following countermeasures are put forward: speed up the construction of information platform, improve service efficiency, strengthen the training of professional personnel, improve the evaluation and supervision mechanism.

Keywords: Internet plus; Community home serviceproviding for the aged; Internet plus home serviceproviding for the aged

1. Introduction

To speed up the development of "Internet plus' community home-based service providing for the aged and establish corresponding system, this paper takes Changsha N community as an example to study "Internet plus" community home-based elderly service and give suggestions, mainly from the angles of the government, society, market and family resources integration, supply demand. Despite the differences in national conditions, the above research can still show that the elderly can use the Internet with the times. Through the Internet to innovate elderly services, regulate the security order of the old cyberspace and help the elderly self-reliance, to a considerable extent, are conducive to improving the elderly happiness index. Speeding up the process of community home-based elderly service "Internet Plus" is of great practical significance to alleviate the growing demand for services providing for the aged.

2. The Current Situation and Problems in the Supply of Home-Based Services Providing for the Aged

As a new "Internet Plus" elderly model, Sichuan Province still has many problems that need to be improved. Through the analysis of the current situation of "Internet Plus" community home-based services providing for the aged, this section mainly analyzes the problems of information technology research and development, service

quality cognition, related policies and regulations, and service operation efficiency.

2.1. The current state of supply of home-based services providing for the aged

The 12th Five-Year Plan has shown that 90% of the elder tend to choose the home-based model. They are more willing to choose to live in a familiar environment, which means that close relationships such as family and neighbors play the most important role in the lives of the elderly. However, the miniaturization of family structure, hollowing, aging, emotional estrangement between neighbors, the shrinking of the original social network, the personality and habits of the elderly, the difference in education level, the deterioration of physical function and other factors may have a negative impact on the healthy home life of the elderly. At the same time, the micro-functionality of family and the lack of interaction between institutional old-age care are not enough to meet the aging needs of China under the new situation.

2.2. Problems with the supply of home-based services providing for the aged

2.2.1. Lack of research and development of information technology systems

The first is the lack of design. The design of service item supply system lacks personalized and humanized setting. The classification of collecting and sorting personal information about the needs of the elderly at home is lack

of hierarchy. The database information established is fragmented. The service assessment design is still imperfect, and the setting of the feedback service for the elderly is inconvenient. The second is the lack of security. The elderly in receiving information is by emotional understanding. The security settings in home service providing for the aged system are not in correct place, resulting in the elderly's personal information leakage. Illegal elements storage and utilization make the elderly harassed, and even fraud, affecting normal life seriously, which also threaten the lives and property of the elderly. These phenomena are common.

2.2.2. Lack of awareness of new services among older groups

The first is network cognitive impairment. Most of the elderly people who can easily use the Internet in our country belong to the intellectual. Even if many older persons have willingness to learn to use the Internet, some give up using Internet devices because of a lack of opportunities to train and learn new things. The second is emotional cognitive impairment. Some older people are more conservative in their perceptions of consumption and treatment of things. Others lack interest and motivation in the use of Internet technology, and some prefer to reject the Internet to protect themselves.

2.2.3. The relevant policies and regulations are not operational enough

At present, China's elderly service industry development and the elderly home old-age security promulgated policies and regulations are mostly principled provisions. There is still no complete set of "Internet and home-based services providing for the aged" implementation rules, lack of intelligent products to develop a unified standard. The actual operation process for "Internet and home-based services providing for the aged" is not smooth. In short, the related policies and regulations present a general, fragmented reality. The elderly related rights and interests are still difficult to be effectively protected.

2.2.4. The efficiency of home-based services providing for the aged needs to be improved urgently

Each service subject does not have the same cognitive structure and lack of cultural consensus: less training opportunities; heart powerlessness to enjoy; the online curriculum of the university of the elderly and the online activity center of the elderly activities cannot be effectively carried out; the potential of the elderly cannot be fully developed. The problem of incongruity between these organizations, funds and cognition in the actual operation of the "Internet and Home Care Service" system leads to a lack of mutual understanding between the service providers and the service objects. The heavy

work of home-based services providing for the aged and the limitation of the role of solving the old-age cost make the actual promotion of "Internet-Home Care Service" in a weak state.

3. The Necessity for the Development of "Internet and Home Care Services"

3.1. There are limitations in the development of traditional home-based services providing for the aged

In the traditional sense, the limitation of home-based service providing for the aged makes it neither able to meet the increasingly diversified old-age needs of the elderly in real life, nor can it adapt to the development of new forms, which is one of the necessary factors for the development of "Internet-home-home service providing for the aged".

On the whole, breaking through the limitations of traditional home-based service providing for the aged in various forms, only by innovating and improving the home-based old-age service model can we adapt to the demand of home-based service providing for the aged in our country, realize the wider coverage of elderly service, and enhance the well-being of the elderly in old age.

3.2. "Internet plus home-based services providing for the aged" highlights the advantages

In the case of bottlenecks in the home service model, the "Internet plus" which integrates modern communication with the applications of information technology, computer network technology and intelligent control technology has emerged, which undoubtedly provides new opportunities for the construction of home-based service system providing for the aged and provides a strong support for the innovation and development of home-based care model.

The integration of social and market diversification of resources can make all the home-related services integrated. "Internet Plus" with its own advantages let the elderly groups in the elderly personalized needs can be fully tapped, so that the government, social organizations and enterprises targeted for the provision and management of old-age services, strengthen communication and collaboration, to ensure the high efficiency and high quality of. "Internet and home-based services providing for the aged" cannot be bound by time and space. With the help of the Internet of Things, mobile communication technology, etc., it can make up for the lack of space in the traditional model, and can enjoy home-based services providing for the aged when needed.

4. The Feasibility of the Development of "Internet Plus Home-based Services Providing for the Aged"

4.1. Information technology support

Digital technology, represented by the Internet, is accelerating the deep integration with various fields of economy and society. It has become an important driving force in promoting China's consumption upgrading, economic and social transformation, and constructing a new competitive advantage of the country, and has become an important driving force for improving the social well-being. Big data applications continue to enrich. Online and offline integration expand into data, technology scenarios and other fields in-depth. The user resources platforms accumulated by the Internet are in a large scale. Advanced technologies have the power to seize the commanding heights of technology, such as artificial intelligence in speech recognition, image understanding, text mining, etc. China's big data industry development environment continues to optimize. Big data standard system was initially formed to meet the characteristics of various industries and the personalized needs of different users. In addition, with the continuous progress of science and technology and intelligent industry providing for the aged, the continuous emergence of new industries, innovation of service methods and models, key technologies and intelligent products research and development speed is also accelerating, focusing on production, learning, research, with a combination of various resources of innovative development platform, to make unremitting efforts for a better life.

4.2. Legal policy support

In recent years, China's legal policies to actively respond to the aging of the population have sprung up and provide an inexhaustible source of motivation for the whole society. On March 6, 2017, the Notice of the State Council on the Issue of the 13th Five-Year Plan for the Development of the National Aging Industry and the Construction of the Pension System proposed to vigorously develop home-based community services providing for the aged, implement the "Internet Plus" elderly project, support the integration of health care, develop the entertainment industry for the elderly and other policy directions. This time it clearly put forward the support of the Internet-plus services and the combination of old-age care.

In order to promote the healthy and orderly development of the Internet service industry, the State Internet Information Office issued the Regulations on the Administration of Internet News Information Service Licensing, which put forward standardized management requirements for Internet services. All these provide a solid top-level policy foundation for the construction of the "Internet and Home Care Service" system. As early as before the national announcement of policies, the pilot places have launched a variety of relevant regulations and regulations. They have provided a strong local policy support for the innovative development of "Internet and home-based services providing for the aged."

5. Proposals for the Development of "Internet Plus Home-Based Services Providing for the Aged"

The construction of hardware and software for the "Internet Plus" community home-based service providing for the aged in Sichuan Province has effectively promoted the upgrading of the old-age service industry in the province, accelerated the entry of social capital, and improved the quality and efficiency of the industry service to a certain extent. However, the "Internet plus" community home care service is still in the initial stage of integration of new technology and new service industries, so according to the above analysis the following recommendations are made:

5.1. Adhere to the goal orientation of meeting the individual needs of older person

People-oriented and respecting human nature is one of the basic characteristics and principles of the "Internet Plus". The establishment of home support service providing for the aged and the development of age-appropriate science and technology products should also be based on the needs of the elderly, fully integrate online and offline resources to provide convenient, high-quality and efficient services for their old age. The construction of the family old-age service system should pay full attention to the personalized needs of the elderly, which is reflected in the material old-age supply. Humanistic care at the same time, from the perspective of the elderly, enrich the content and form of home-based services providing for the aged. In the process of building the old-age service system, the elderly should not only be considered passive and dependent, but also should participate. They should have the initiative to create value. The demand of home-based service providing for the aged should be the core of the supply of elderly services.

5.2. Build a secure, basic information technology system

Organization is the carrier of technology operation. Internet information technology embedded in the home service supply providing for the aged process. It means the need to establish a suitable organization or platform to meet and ensure the smooth operation of information technology. The various subjects involved in the service are closely linked, and gradually bridging the information gap and bringing into play the maximum efficiency of resources for the elderly to provide safe, convenient, healthy and comfortable service of the new modern model. The construction of the new supply system is based on a complete and secure information system, and the sub-systems work together to achieve the seamless docking of the "Internet and Home Care Service" system as a whole.

5.3. Government-led purchase of services and actively strengthens education

The Party and the government are the leaders of the national development process and the spiritual dependence of all Chinese citizens. The marketization process and socialization of the welfare industry, "Internet and Home Care Service", depend on the government taking the lead in sounding, vigorously promoting education and effective guidance. The use of Internet provides older people with more platform for self-presentation, stimulate the elderly positive and healthy stepping into old age, invisibly improve the quality of life.

5.4. The participation of diverse actors adds vitality to development

"Internet and home-based services providing for the aged" connect and integrate the traditional old-age services of the various stakeholders, through cross-border cooperation to innovate the development model of the old-age service industry. Multi-participation, co-construction and sharing not only broaden the source of funds, but also fully realize the main functions, to maximize the problem of supply and demand dislocation, to support the home-based old-age service system high-quality, efficient to meet the multi-level needs of the elderly.

6. Conclusion

Due to the serious aging of Sichuan Province, and with the miniaturization of family institutions leading to the weakening of family pension function and the shortage of resources of old-age institutions, in order to meet the demand for old-age care, the government began to actively promote home-based old-age care. Adhere to the goal-orientation of meeting the personalized needs of the elderly, a complete and secure basic information technology system can be build, education and education in government-led purchase services will be actively strengthened. People can participate in the diversified subjects to add vitality to development, and improve the operation of policies, regulations and supervision mechanisms. On the basis of alleviating the financial pressure of government old-age service and optimizing the function of government, it will enrich the content and channels of elderly people's access to home-based service providing for the aged, help the elderly at home realize more willingness to provide old-age service, learn more about the outside world and broaden their horizons, improve the enthusiasm and initiative of old-age service, and help to enhance the satisfaction of home-based service providing for the aged.

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