Research on the Application of Big Data in Retirement Service Management

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Abstract: In view of the rapid development of China's socio-economy, the field of science and technology has also ushered in new development opportunities. Various modern information technologies have found extensive application in diverse societal sectors and various aspects of people's daily lives. The most representative and widely used technology among them is big data. The 21st century presents not only an era dominated by information technology but also a growing challenge of an aging population in China. Consequently, there is a considerable journey ahead in terms of managing services for retirees. It is imperative to firmly establish the right mindset regarding the internet and big data concepts. Actively exploring diverse information technology applications in the service management for retired individuals and fostering innovative work models can lead to significant enhancements in service quality and efficiency. Therefore, this article presents a study on the application of big data Internet technology in the management of retirement services.

Keywords: Retirement service management; Big data Internet technology; Application strategy

1. Introduction

Amidst the rapid economic and social advancement in China, the challenge of population aging is growing more pressing. As far back as the close of 1999, China had already begun transitioning into an aging society. According to the latest statistics, the number of elderly people aged 60 and above in China has reached nearly 250 million, accounting for nearly 17.5% of the total population. China has become the only country in the world with an elderly population exceeding 200 million [1]. Faced with this trend, most retirees have undergone significant changes in their living environment, physical fitness, psychological gap, etc. after leaving their work positions, which to some extent increases the difficulty of managing retirement services. Therefore, measures need to be taken to improve the management of retirement server, so as to provide higher quality services for retired personnel.

2. Problems in the management of retirement services

2.1. Thoughts of retirees impacted by a massive amount of information

Although most retirees are in a "second tier" state in their work positions, there are still many people who are

concerned about the development status and future direction of the country and the unit. In recent years, due to the advancement and widespread application of the Internet in China, especially mobile internet, information dissemination and acquisition have become much more efficient. However, this also cause the spread of false and harmful information in the network, which can confuse the public [2]. As retirees are usually under long-term home care, they often become disconnected from the activities of their former workplaces and party organizations. Consequently, their perspectives may be influenced to some degree by negative information, leading to cognitive biases. These biases can pose challenges in managing retirement services.

2.2. Certain changes in life philosophy

Thanks to the rapid advancement of China's economy and society, the living standards of the majority of people continue to rise. Most retirees in our country have endured challenging times during their youth. However, as their economic situation and quality of life keep getting better, their expectations for the content, style, and facilities of their retirement life are shaped by various factors and continue to grow [3]. Some of them have started to pursue healthy lifestyles and high-level spiritual and cultural activities.

2.3. Increasingly diverse interests and demands

It was clearly stated during the 19th National Congress of the Communist Party of China that the primary contradiction in contemporary Chinese society has evolved into the disparity between the people's increasing aspirations for an improved quality of life and the imbalances and inadequacies in development. Retired personnel in China live in various locations with diverse characteristics, and they frequently engage in outdoor activities. Therefore, the services required are becoming increasingly personalized and diverse. Moreover, factors like advanced age and a higher disease prevalence have increased the complexity of retirement service management. Consequently, addressing this emerging trend, improving retirement service management through big data and the Internet has become the primary focus of retirement service management centers.

3. Application strategy of big data Internet technology in retirement service management

As China transitioned from the industrial era to the information age, professional economists widely concur that, in the 21st century, modern information technologies have emerged as the primary driver in various industries. They have also become a crucial material and technological underpinning in the context of the information age. With the widespread use of big data and internet technology across various aspects of society, the adoption of information technology has become a primary focus in various fields. It has become evident that utilizing these technologies in retirement service management is essential. This not only streamlines information collection for retirees but also improves the quality and efficiency of retirement service management. This is particularly important for strengthening and enhancing the management of retirement services in the new environment.

3.1. Comprehensively enhancing the ideological and political leadership of retired party organizations through information technology

The report on the work of the 19th National Congress of the Communist Party of China clearly states that the overall requirements for party building in the new era should be based on strengthening the party's political construction [4]. Retirees include some party members, and these retired members (retired party branch) are an important component of the grassroots party organization. Therefore, retirement service management centers

should fully utilize big data to strengthen the informatization of the retired party branch. Rather than relying solely on traditional methods like newspapers, propaganda boards, magazines, and work conferences for party building, it is essential to embrace internet thinking and harness information platforms, computer technology, and mobile devices. These modern tools should be used to establish a party building service platform for the retirement service management center, significantly expanding party building activities.

For instance, the staff can create WeChat groups specifically for retired party members, gradually guiding the senior party members to use these groups as platforms for expressing their support, protection, concerns, and promotion of the party. To address challenges related to poor vision, hearing, and memory among retirees, retirement service management centers can employ technical software such as WeChat mini-programs and iFlytek Quick Reading to read articles for them. This approach ensures retirees not only have access to illustrated and text-based articles but also enables them to listen to the content, making learning more convenient. Additionally, it facilitates on-site learning services, expanding the educational opportunities for retired individuals from in-person to online. This effectively addresses the issue of mobility-impaired retirees who cannot participate in centralized offline learning activities.

3.2. Establish a service management model for real-time information transmission and guide retirees to form positive thinking

In the context of the information technology era, the channels of information dissemination have become increasingly diverse. However, this has resulted in the spread of false and harmful information.

Some retirees exhibit a strong sense of self-reliance, often giving credence to unofficial information, which can lead to misinterpretation of policies created by government and party entities, resulting in various forms of discontent with society. To address this issue, retirees service management centers can utilize big data internet technology, known for its rapid information dissemination, robust two-way interaction, and minimal geographical limitations. This can be used to create and enhance the retirees' service management network and official accounts. These platforms can actively communicate the latest party policies, work procedures, and guidelines to retirees, reinforcing their political and ideological guidance. This approach maximizes the assistance in ensuring retirees gain an objective and fair understanding of various social events and development challenges [5].

3.3. Utilizing big data increase the efficiency of service management

First, it is crucial to innovate and enhance the information management database for retirees. This involves regularly updating and backing up the databases containing information on retired individuals, retired party members, officials, and their physical health. This ensures a reliable data source for future retirement service management. Secondly, network operation knowledge training activities should be organized and conducted by the Retirement Service Management Center. This should include regular sessions on operational knowledge, covering areas such as the Internet and WeChat, to ensure that retirees understand of common software. Thirdly, emphasis should be placed on the integration of offline and online services. For instance, the collection of party fees can be executed through WeChat groups. In cases where party members have not promptly submitted their party fees, they or their family members can forward the fees to the party branch via the WeChat group. Subsequently, the party branch can relay these payments to higher-level party organizations.

3.4. Using big data to build a positive energy platform

Firstly, the work experience and intelligence of retirees should be acknowledged. Retirement service centers can actively encourage retired personnel to provide suggestions to promote reform and development. By leveraging WeChat participation in initiatives like "Embracing Change, I Advocate for Development" and

"Local Development Gold Ideas," we can gather feedback and input from retirees regarding the party's leadership, party culture, clean governance, reform, development, and social modernization. This encourages retired individuals to actively contribute and remain engaged in these areas [7]. Secondly, use the party building app or WeChat public account to organize online virtual party branch activities to learn the leader's new era of socialist ideas with Chinese characteristics, major party-political theoretical policies, the party's major political theory, and knowledge of party building. Thirdly, the online environment should be cleansed, with an increased recruitment of retirees who possess a comprehension of the law and internet use for participation in online publicity efforts. This entails reinforcing the promotional and instructive role of mainstream media.

4. Conclusion

In summary, it is essential and imperative to reform and innovate the management of retired personnel in the contemporary era, emphasizing the deep integration of big data. This serves as a pivotal approach for retirement service management centers to proactively adapt to changing times, elevate the standard of service management and work quality, and effectively address the challenges stemming from China's aging population. Hence, retirement service management centers, regardless of their regional or organizational nature, should align with the evolving landscape, comprehensively acknowledge the role of big data in retirement service management, and expand its application based on practical circumstances. This approach enhances the quality of retirement service management, ultimately realizing the objective of "empowering data while simplifying retirees' roles."

Disclosure statement

The author declares no conflict of interest.

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