

## Study on the construction of agricultural big data platform based on internet

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*Abstract: In the context of the rapid development of the Internet, big data has become more and more an important resource and driving force for agricultural production and operation, and its great contribution to rural economic growth cannot be underestimated. With the help of the Internet development model to upgrade and transform the current traditional agriculture and improve the development level of modern agriculture, it has become an effective way for countries around the world to enhance the comprehensive competitiveness of their agricultural economy. We should focus on optimizing the production and demand data sharing system of agricultural products, and build an agricultural big data platform with rich and authoritative contents, such as "large quantity, excellent quality and wide range", based on the existing development results. The division of labor and cooperation is adopted to expand the channels for information collection and use, so as to coordinate the local agricultural data resources and realize the effective allocation and full sharing of resources on the basis of mutual exchange. It is of great practical significance to improve the service level of agricultural big data sharing and promote the good and rapid development of agricultural informatization and agricultural modernization. Taking jiangsu province as an example, this paper conducted an in-depth discussion on the development status of agricultural big data and analyzed the existing problems of agricultural big data platform, providing theoretical and empirical Suggestions for the construction of agricultural big data platform and providing reference for jiangsu to build agricultural big data platform.*

*Keywords: internet, agriculture, big data, platform.*

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### 1. INTRODUCTION

With the development of big data today, it is not only an evolution of technology. Big data has its unique core concept. The reason why big data is so highly praised is that it can extract more complete and true information from seemingly disordered, massive and irrelevant massive data. Agricultural

big data is to apply the concept and technology of big data to agriculture. The agriculture commonly mentioned in agricultural big data should actually cover the three levels of rural areas, agriculture and farmers, with the characteristics of covering a wide range of regions, related fields and broad contents, numerous influencing factors, complex data collection and difficult decision-making and management. Specifically, agricultural big data should involve various links such as cultivated land, breeding, sowing, fertilizing, plant protection, harvesting, storage and transportation, processing of agricultural products, sales and livestock production, as well as cross-industry and cross-professional data analysis and mining. Agriculture is not only the ideal application field of big data, but also one of the important sources of big data[1].

The combination of big data and agriculture, on the one hand, has changed the problem that traditional agricultural production lacks quantitative data support. Through the combination with the Internet and computer information technology, it has changed the industrial weaknesses such as highly dispersed agriculture, small production scale, large spatial and temporal variation, poor scale, low stability and controllable degree. On the other hand, it enriches the application function of big data and enhances the connection between agriculture and other fields. The application of big data to agriculture requires a sound theoretical system and application framework[2].

### **1.1 The inevitable choice of agricultural informatization development**

In the current era of big data, information is particularly important. All round the world agricultural economic development level, most of the countries in the world agricultural development has formed the unique mode of agricultural informationization development, relies on the farmland from before production of the vulgar management means such as manpower, material resources, to pay attention to the collection of information resources and utilization, and the depth of mining the deep mechanism of agricultural informationization, promoting agricultural production and operation service, the development of management etc. In agricultural production and operation, it pays attention to adopting informatization means to improve the labor production efficiency and resource utilization efficiency of peasant household production, realize the beautiful blueprint of strengthening agriculture, benefiting farmers and enriching farmers, let farmers share the fruits of agricultural informatization and agricultural modernization development, and then realize the transformation and upgrading of traditional agriculture to modern agriculture[3].

### **1.2 The urgent need for the development of "Internet + modern agriculture"**

With the efficient development of current agricultural informatization and agricultural modernization, it is urgent and necessary to build a comprehensive agricultural big data platform with relatively rich contents. In the Internet environment, agricultural big data platform highlights the essence of agricultural informatization construction. For more than a decade, the party central committee's no. 1 document has focused people's attention on the key issues of agriculture, rural areas and farmers. Based on the current national strategic background of "Internet +" and the current development of agriculture, it is necessary to build a comprehensive agricultural big data platform[4].

### **1.3 Realistic requirements for the effective development of agricultural informatization**

Although agricultural informatization level had certain development and promotion, but still have a lot of inherent problems. Therefore, if we want to upgrade the level of agricultural informatization to

a new development stage, it is particularly urgent to build a comprehensive agricultural big data platform that is efficient, convenient and recognized by farmers. This is of great practical significance for speeding up the adjustment of agricultural structure in rural areas, reforming rural productive forces and building a new socialist countryside[5].

#### **1.4 The value of agricultural big data platform**

Construction of a focus on policy of agricultural development, extensive guidance training, agricultural information feedback, a farmers' market supply and demand changes in the overall effective comprehensive agricultural big data platform, can bring great convenience to the farmers' production and living, which can use big data platform for farmers to agricultural production management need information to guide its make the right decisions. The construction of agricultural big data platform can form a benign interaction between agriculture-related enterprises and farmers to a certain extent, making agricultural production and operation more forward-looking, agricultural product sales more smooth, and farmers more affordable[6].

## **2. SIGNIFICANCE OF PLATFORM CONSTRUCTION**

The healthy and rapid development of agricultural economy must depend on the progress of science and technology. As a new impetus, informatization is of different significance in promoting the orderly and long-term development of national economy. At present, agricultural informationization has turned into the key content of agricultural modernization. It can be seen that agricultural big data platform is an integral part of agricultural informatization and a key condition and important way to realize agricultural informatization, boost farmers out of poverty and get rich, and share the achievements of reform and opening-up[7].

### **2.1 Solving the problem of information transmission between the supply and demand sides of agricultural big data**

In the critical period of the rapid development of the Internet, agricultural informatization needs strong support from agricultural big data platform to better meet the demand of agricultural information resource demanders in the informatization construction for reliable information in the aspects of policy adjustment, market changes and agricultural production. The construction of agricultural big data platform makes up for the lack of single information access channel between information providers and information demanders, and ACTS as the media for the two parties in the joint construction and sharing of agricultural information resources, making the transmission of information more comprehensive and effective[8].

### **2.2 Improve the utilization efficiency of agricultural information resources**

The deep integration of the Internet and agriculture requires more rapid and efficient information to radiate into agricultural production and operation activities, guide agricultural production and life, and develop more advanced intelligent agriculture and sophisticated agriculture. Therefore, the construction of agricultural big data platform and the effective allocation of resources are particularly important. As far as the current development of agricultural big data platform is concerned, there is no effective screening and processing of diversified agricultural information resources. Therefore, it can be seen that to build a comprehensive agricultural big data platform, it is necessary to collect and sort relevant agricultural information, process and improve the quality of agricultural information,

improve the reliability, accessibility and professionalism of agricultural information, and make the agricultural information with high efficiency of utilization[9].

### **2.3 Improve agricultural production management level**

The construction of agricultural big data platform can provide effective channels for agricultural production management to obtain high-quality information resources. The gradual development of rural e-commerce requires more timely and credible information resources as the data basis for participants to make correct decisions. Farmers can get real-time information about market supply and demand, price, variety and other changes through the Internet, and combine their own production and operation experience, adjust the surplus and deficiency, rationally produce, reduce the rate of production error, and improve the accuracy of decision-making, which also elevate the level of agricultural production and operation and management to a new stage of development.

### **2.4 Improve the quality of agricultural labor force**

Generally speaking, the higher the quality of agricultural labor force, the stronger the ability of information resource acquisition and market analysis. The low quality of agricultural labor force is the main problem that affects the level of agricultural development, rural economic transformation and upgrading, and farmers' increasing output and increasing efficiency. The construction of agricultural big data platform can accelerate the pace of information entry, enhance the online level of market competitors, improve information awareness and information application level of information users, and promote the circulation and development of agricultural products market, so as to achieve a considerable situation of increasing efficiency of agricultural enterprises and farmers' income. The construction of agricultural big data platform enables farmers to learn more practical, scientific and accurate knowledge of agricultural production and operation through the rapid and convenient information transmission platform, so as to better guide farmers' production and operation activities.

## **3. PROBLEMS IN PLATFORM CONSTRUCTION**

Take jiangsu province. In the process of building agricultural big data platform, collecting and processing information resources and integrating information resources, there are still some restrictive problems, which restrict the development and realization of agricultural informatization and modern agriculture in jiangsu province. These problems are mainly divided into the supply side of information platform and the demand side of platform, namely the supply and demand between platform provider and information user.

### **3.1 Problems of the platform supplier**

As in jiangsu province in recent years to the agricultural information resources sharing infrastructure investment increasing, the people's government of jiangsu province for agricultural use of big data platform and development degree is also fairly valued, reasonable use of high and new technology to the agricultural information resource to compare professional institute, selection, integration, such as processing become convenient and efficient information resources system. However, in the construction and development of the platform, various factors still lead to some inherent deficiencies and problems, which make it unable to achieve the expected goals and effects. As far as the supplier of the platform is concerned, there are two major problems: platform construction, information collection and analysis, and information resource platform itself.

### 3.1.1 Problems in platform construction

#### (1) Insufficient network communication infrastructure

At present, although the agricultural big data platform in jiangsu has achieved certain development and progress, the network infrastructure of relevant supporting platforms is still relatively deficient and insufficient. Due to the shortage of funds, manpower and other resources invested by the platform supplier, as well as the fact that not everyone is willing to invest in the construction of the platform, and the constraints of its own financial and material resources, etc., the platform has problems in the sharing of information resources, such as poor transmission and information obstruction.

#### (2) The platform construction emphasizes information collection and light analysis

The continuous changes of rural economic development require the collection data of agricultural information resources to have the function of real-time change and update development. According to the information resources provided by the platform, the static tendency of collecting statistics of agricultural information resources makes the statistical data obtained by farmers lack dynamic characteristics. In addition, in the actual work of rural economic development in jiangsu province, too much emphasis has been placed on the development and collection of agricultural information resources, and too little attention has been paid to the information analysis and processing of actual data, resulting in low practical efficiency of the current agricultural big data platform.

### 3.1.2 Problems of the platform itself

#### (1) Traditional information resource sharing channels have limitations

Traditional agricultural information resources communication platform is relatively single, but with current TV, radio and newspaper integration, constantly updated and changing communication tools, such as SMS and MMS transmitted by mobile phones, have become the communication channels of current agricultural information resources platform. However, as far as TV is concerned, information communication is one-way, and there is no direct interaction between users and it. Therefore, the information obtained cannot be timely fed back and updated, and the current agricultural information resources targeted at the practical application needs of farmers are relatively limited. Mobile phone as a new medium of agricultural information resources, use of abundant in rural areas gradually, but the to mobile phone as most of the information service provided by the route of transmission mode based on SMS, MMS, but there are strict limits on the editorial pages of text messaging on mobile phones, and sort out in the form of text and more intuitive and restricted visibility.

#### (2) The quality of information resources provided is not high

Whether it is traditional agricultural TV programs, broadcasting, newspapers and other media, or mobile phone short messages, MMS and websites emerging in recent years, the quality of information provided is uneven and mixed. It can be known from the development status of agricultural informatization in jiangsu province that the agricultural information transmitted is relatively old, most of which can be dated back to a few days or even a few weeks ago, and the update speed of information needs to be improved. Moreover, the agricultural information transmitted is less predictable, less targeted, and the value information that can be compared is limited, with less targeted information. The current agricultural information platform has some transaction information released by both the supply and the demand sides, but the prediction and evaluation of the constantly

changing agricultural products market is still relatively inadequate, so it cannot fundamentally meet the multi-faceted needs of information users.

(3) Limited platform coverage

In view of the current inadequate network communication infrastructure of jiangsu agricultural information resources, information communication channels are too single and closed, resulting in a relatively limited number of information users to understand and obtain agricultural information resources. The users of the information resource platform are mainly some big farmers and agriculture-related enterprises. Small-scale planting farmers are limited to their own quality and insufficient ability to use information technology, etc. Currently, most of the information obtained is mainly common TV programs, agriculture-related broadcasting and agriculture-related newspapers. Agricultural big data agriculture-related websites are relatively new to farmers in most rural areas. Therefore, the coverage area of the platform is relatively limited, and it is not extensive or accessible.

(4) The platform is less standardized

The platform lacks a complete set of information development and acquisition system. Some agricultural websites attract the attention of information users through some attractive prices or other preferential conditions, and some market traders issue questionable advertisements in the form of advertisements to focus users' attention. Limited to the unscientific use of the platform in the development and collection of information and the insoundness of the system, the agricultural information provided by the platform does not have authority and accuracy, which further hinders the effective dissemination and transmission of information. The imperfection of the traditional system in the standardization of information also leads to the closure of some industry information. The failure of efficient sharing of agricultural information resources also makes large quantities of agricultural information idle and waste.

### **3.2 Problems existing in the demand side of the platform**

Whether the user of the platform can make full and reasonable use of the platform functions to guide its production and operation activities has a considerable impact on the effectiveness of the platform. At present, for the demand side of the platform, there are mainly two problems: on the one hand, lack of hardware facilities; on the other hand, the user level of agricultural big data platform needs to be improved.

#### **3.2.1 Relatively backward hardware leads to low penetration rate of computers**

Despite the rapid development of the Internet, it is still difficult for the Internet to exert its unique advantages in rural areas of jiangsu province. The current network infrastructure is still relatively inadequate, which is even more incredible for rural families in northern jiangsu. Although huimin policy - "home appliances to the countryside" is leaning to the broad masses of farmers in rural areas, and to give farmers designated merchants electrical appliances discount processing channel, but limited to local farmers income level in poor area of restriction, still unable to purchase computer equipment, so that rural areas the widespread popularity of computer still have a long way to go.

#### **3.2.2 The farmers' cultural level is low**

Farmers are the main demanders and users of agricultural big data platform. Due to the limited literacy level and computer operation skills of most farmers, their access to agricultural information resources is relatively weak, and the penetration rate and efficient utilization rate of computers in

rural areas are still not high. The poor rural areas are limited by the income level of local farmers, unable to purchase computer equipment, and even more difficult to operate computers, which has seriously restricted the development of the platform. In addition, most of the farmers are not good at selecting and distinguishing agricultural information resources, and lack certain screening skills for many agricultural information resources that have undergone color processing and decoration.

Given the reasons such as low quality of agricultural information users and weak awareness of informatization, agricultural big data platform has been improved to a certain extent, but the process of popularization and application is slow. Although families in some parts of jiangsu have installed computer equipment, information needs are more concentrated on the basic level of computer use, such as web browsing, dialogue and chatting. However, few farmers use computers to search for valuable agricultural information to guide their production and development. In a word, farmers are in a relatively weak position in the process and development of big data platform. Therefore, it is necessary to improve the awareness of farmers to participate in the agricultural big data platform and their comprehensive quality, so as to make the agricultural big data platform in jiangsu develop smoothly and effectively.

#### **4. EXPERIENCE OF DEVELOPED REGIONS IN PLATFORM CONSTRUCTION**

##### **4.1 Effect analysis of building agricultural big data platform**

Through literature and practical research, it can be seen that compared with developed provinces in the construction of agricultural big data platform, jiangsu and jiangsu have differences in the construction and development of big data platform due to differences in their original economic bases and different geographical and natural conditions. Taking guangdong, a developed province, as an example, it can be seen that:

Guangdong province in the agricultural information website construction, advancing with The Times. In terms of information authenticity, guangdong province only publishes the correct information on the website after evaluating and defining the agricultural information resource sources through the expert group. In updating information resources, the website of guangdong province is the most important in the construction of agricultural big data platform by hierarchical classification of information demanders and the information resources to carry on the reasonable sort, makes the different levels of information resources users through its demand, can easily find the need to the validity of the information in the resource platform.

##### **4.2 Enlightenment of developed provinces on platform construction**

###### **4.2.1 Promote construction by application and innovate the mechanism**

After the reform and opening up, guangdong's economy developed rapidly, and its GDP ranked first in the country. In the link between agricultural product production and market circulation, farmers have obtained valuable agricultural information resources by virtue of the fast and timely characteristics of information transmission such as Internet and mobile phone communication. In the construction of agricultural big data platform, guangdong province attaches great importance to the interactive link between information collection and agricultural information users, actively publicizes the typical cases of "agriculture, rural areas and farmers", and timely updates and publishes the supply and demand information of agricultural products. Realize the all-around information resource sharing pattern of the department building contact room.

#### 4.2.2 Improve and develop the agricultural information service system

To develop the application service of modern agriculture and information is to adjust the functional arrangement structure of each department. In particular, those government units, agriculture-related enterprises and rural cooperative units that are closely associated with the development of agricultural production must reverse the current institutional function setting and improve the level of service system construction of each component. By strengthening the collection and popularization of agricultural information sharing resources, guangdong province not only meets various problems and contradictions in the production, supply and marketing of farmers in agricultural production, but also promotes the improvement of agricultural information service system.

#### 4.2.3 Enrich content to meet multi-level information needs

Agricultural information on agricultural websites is constantly updated, improved and enriched, and the effectiveness and value of the platform is constantly improved from the perspective of the authenticity and security of agricultural information resources. The deep system of information resources integration and sharing should be improved on the basis of developing and collecting different regions and agricultural varieties. The information resource platform is developed from the perspective of understanding and paying attention to the information users, agriculture-related enterprises and rural cooperative development organizations, so as to realize the common maintenance of the information platform, so as to form an information sharing mechanism among various agricultural departments and facilitate the information query and application of more users. Pay attention to popularize advanced and applicable agricultural science and technology and cultivate modern farmers with unique features to better develop the production and operation activities of local agriculture.

### **5. MEASURES FOR PLATFORM CONSTRUCTION**

#### **5.1 Construction path of the platform**

##### 5.1.1 Basic goals of platform construction

Combined with the existing problems, agricultural information resources are regarded as important support for economic development to boost the development of modern agriculture in jiangsu on the basis of meeting the information needs of farmers.

Basic goal: to improve the specific content of the agricultural big data platform in jiangsu province, which mainly covers the feasible resources of agricultural information, such as the market changes of agricultural products, relevant policies and regulations of agricultural development, adjustment of supply and demand relationship, and information interactive service, and provides the whole-process guidance from agricultural production to sales decision-making. Strengthen the system optimization of the platform and enhance the ability of platform providers in information development, acquisition and integration. The integration of the platform and traditional information communication media can achieve the benign interaction of joint construction and sharing of agricultural information resources in jiangsu province.

##### 5.1.2 Basic principles of platform construction

First, plan properly. The construction of the sharing platform has multiple links, which are closely linked to each other. Without one link, the smooth operation of the sharing platform cannot be achieved. Therefore, in the construction of the platform, attention should be paid to the various

departments and industries involved in the joint platform, and the information of the platform should be covered to the whole process of agriculture from production to processing. Most importantly, special attention should be paid to planning and construction, unified standards of implementation and effective joint activities under the cooperation of various forces.

Second, proceed in an orderly fashion. The construction of the sharing platform can not be completed in a short time. In addition, the construction of the platform will cost a large amount of funds, which cannot be completed in one step. Therefore, reasonable financing is particularly important. It can be seen that the process of building the platform should be orderly and adjusted and arranged at any time according to the specific development situation.

Finally, quality assurance. In order to achieve high-quality development of the platform, on the one hand, it is necessary to introduce successful technological achievements from foreign countries where the platform is especially successful. On the other hand, the high-quality resource sharing platform that cannot blindly follow the trend of foreign countries needs to combine the actual situation of jiangsu, adjust the surplus and deficiency according to local conditions, optimize the development, and realize the good pattern of specific problems and specific analysis.

#### 5.1.3 Measures for platform construction

The construction of agricultural big data platform is not only conducive to the dissemination and popularization of agricultural science and technology, but also conducive to realizing the informatization of contemporary agriculture. In view of the existing problems in the construction of agricultural big data platform in jiangsu province, the following solutions are proposed:

##### (1) Increase capital investment and improve information service system

The platform is built in line with the original intention of serving the public. The perfect sharing platform is conducive to the formation of the extensive agricultural information network, which can update the information of agricultural market supply and demand in a timely manner, connect farmers with agricultural enterprises and play a bridge role. At the same time, farmers can also learn the most advanced agricultural production technology from the platform and conduct high-tech production and breeding. Farmers and agricultural enterprises can also improve their production and operation structure based on market information. Therefore, the perfection of service system directly affects the construction effect of the platform. In the construction process, the leading role of government departments at all levels in jiangsu province should be given full play to constantly increase investment to ensure the smooth progress of the big data platform.

##### (2) Integrate more information resources to enrich the amount of information

On the one hand, in the process of agricultural information resources integration, attention should be paid to check the accuracy of information resources, select the most valuable, novel, most urgently needed resources for farmers or agricultural enterprises, and pass on and investigate these useful resources. On the other hand, when integrating the information resources needed by farmers, the professional information resources should be transformed into simple and clear information for farmers to learn. In this way, the resources can be truly used by farmers.

##### (3) Multiple ways exist to expand access to information resources

On the one hand, the information service function of the platform needs the government and the market to guarantee the realization. Therefore, the government should play an important role in the

policy support to expand access to information resources. On the other hand, we should make full use of various group organizations in rural areas to enable farmers to obtain information through technology demonstration. This kind of group organization mainly has: agricultural cooperative, farmer's professional organization, association, intermediary organization and so on. Finally, in the process of acquiring information resources, we should pay attention to the timeliness of information, and pass the latest market information and agricultural information to farmers or agriculture-related enterprises.

(4) Expand information communication channels and strengthen the mutual integration between media

From the development of agricultural informatization in jiangsu province, the communication channels of information resources show different characteristics. TV programs, mobile phone messages, broadcast newspapers and network platforms are used in all parts of the province. The construction and utilization of the platform requires the comprehensive consideration of the advantages and disadvantages of different media transmission channels, and on the basis of drawing on each other's strengths to analyze and sort out the agricultural information resources transmitted by various media, so that more valuable information can be provided to users of agricultural information resources. Make jiangsu a platform that enables the media use "three nets", using a computer can store of information resources to make up for the TV programs are not able to watch multiple times temporary, with mobile phone easy to carry convenience to make up the computer and not easy to anywhere of the immobility of mobile TV, etc., to strengthen the interaction between different characteristics of the media convergence, continue to do the exchange of information resources sharing between different approaches.

(5) Accelerate the cultivation of network talents of agricultural information resources

Based on the good opportunity of improving the overall level of agricultural information service, the platform development and use ability between the supply and demand of agricultural informatization resources are constantly improved. The provider of information resource platform should constantly strengthen its ability to build a network platform and strive to develop and integrate more agricultural information resources of "quantity, quality and scope". The users of the platform should constantly absorb useful knowledge, improve their computer operation skills, and further improve the efficiency of information users in using network platform resources. Therefore, the strategic policy of "developing agriculture through science and education" should still be implemented in the vast rural areas. We will actively develop career education and adult education in rural areas, train professional farmers in agricultural production and operation in jiangsu province, and improve their overall quality on the basis of strengthening their information users.

## **5.2 Platform construction**

### **5.2.1 Function analysis of the platform**

Agricultural big data platform is to collect different kinds of agricultural information classification, in general to achieve different kinds of media in the current comprehensive blend, to integrate a variety of agricultural information resources reasonable scattered to a Shared platform to ensure that the information resources of those who need to obtain timely, accurate, effective and comprehensive agricultural information. Based on the actual situation of current agricultural production development,

the platform is an agricultural comprehensive portal, which becomes a popular platform and interactive communication medium for agricultural information release. It is committed to the problem of information transmission obstruction between the supply side of the platform and the demand side, and finally meets the continuous demand of farmers, agriculture-related enterprises and other information users for agricultural information resources.

#### 5.2.2 Simulation design of the platform

The platform is a systematic project aimed at serving agricultural development more effectively and can be classified as a subsystem of the national agricultural big data platform. Platform information content mainly involved the before, during or after agricultural production process, such as agricultural information policy, the strategy of agricultural production, market situation changes, with the help of the advantage of the Internet, to create three-dimensional agriculture big data platform, efforts to solve "the last kilometer" problem of information transmission, allowing farmers to real contact information resources and the value of using information resources, in order to realize the transformation of traditional agricultural production and optimization, and boost the healthy and smooth development of rural economy in jiangsu.

### 6. SUMMARY

In the process of agricultural development, agricultural big data platform has problems such as low utilization rate, imbalance of supply and demand, insufficient investment intensity and difficulty in transforming research results into practical applications. Therefore, it is particularly necessary to strengthen the infrastructure construction of agricultural big data platforms, increase the expansion of rural network facilities and upgrade the modernization level of agricultural development. While transforming traditional agriculture with the help of information resources, it is closely integrated with agricultural development strategies to enhance the comprehensive competitiveness of modern agriculture and ensure the healthy, orderly and comprehensive development of rural economy. In this way, the agricultural big data platform with effective support and strength can be built based on the provincial conditions and the characteristics of agricultural development in various regions.

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