

Research on Common Prosperity Policies from the Perspective of Digital Economy Development

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Abstract—With the rapid development of the digital economy, it has become an important driving force for promoting common prosperity, which is the core goal of China's economic and social development in the new era. This paper takes the relationship between the digital economy and common prosperity as the core, first combs the core characteristics of the digital economy, the core connotation and practical requirements of common prosperity policies, and clarifies the mechanism of the digital economy empowering common prosperity from multiple dimensions such as economic growth, income gap narrowing, regional and urban-rural balanced development, and public service equalization. Then, it analyzes the current situation of the implementation of common prosperity policies supported by the digital economy, points out the existing dilemmas including regional digital development gaps, uneven distribution of digital dividends, imperfect digital format supervision, and digital monopoly. Finally, aiming at these problems, it puts forward targeted policy optimization paths from four aspects: improving the balanced construction policy of digital infrastructure, improving the support policy for the inclusive development of digital industries, building a regulatory system for digital income distribution and social security adjustment, and strengthening long-term digital governance and supervision support policies. This research provides theoretical support and practical guidance for promoting common prosperity under the background of the digital economy, while also pointing out the deficiencies of this research and the direction of future research.

Keywords—common prosperity; social policies; digital economy

I. INTRODUCTION

A. Research Background

In the context of global economic transformation, the digital economy has gradually become a core driving force for global economic growth, reshaping the mode of production, distribution, exchange and consumption while bringing profound changes to social structure and people's life style. With the continuous deepening of digital transformation, countries around the world have attached great importance to the development of the digital economy, introducing a series of policies to promote the integration of digital technology and real economy. For China, the digital economy has become an important pillar of high-quality economic development, playing a crucial role in promoting economic growth, optimizing industrial structure and improving people's living standards. According to the data released by the China Academy of Information and Communications Technology, the scale of China's digital economy reached 55.4 trillion yuan in 2023, accounting for

41.5% of the national GDP, indicating that the digital economy has become an indispensable part of China's economic and social development (Wang, 2024).

Common prosperity is a fundamental requirement of socialism and an important goal of China's economic and social development in the new era, referring to the common prosperity of all people that not only includes the improvement of material living standards but also involves the balanced development of education, medical care, culture and other social undertakings, requiring narrowing the gaps between regions, urban and rural areas, and different groups as well as realizing the fair distribution of social wealth (Chen, Wang, & Ji, 2026). In the process of promoting common prosperity, the digital economy has both advantages and challenges: digital technology can break the spatial and temporal constraints of traditional economic development, promote the flow of production factors such as capital, technology and labor, improve the efficiency of resource allocation and expand employment channels, all of which help to narrow the development gap and promote common prosperity. However, the unbalanced development of the digital economy may further widen the digital divide and lead to the uneven distribution of digital dividends, problems that have become important obstacles to promoting common prosperity.

Therefore, under the background of the rapid development of the digital economy, it is of great theoretical and practical significance to study the common prosperity policies from the perspective of digital economy development, as it can help clarify the internal relationship between the digital economy and common prosperity and provide theoretical support and practical guidance for formulating scientific and reasonable common prosperity policies.

B. Review of Domestic and Foreign Research Status

1) Foreign research status

Foreign research on the digital economy and common prosperity mainly focuses on digital inclusion, income redistribution and the impact of digital technology on social equity, with in-depth studies on the relationship between digital economy and income distribution. Some foreign scholars believe that the digital economy can promote the improvement of labor productivity and create more employment opportunities, helping to increase the income of low-income groups and narrow the income gap, while digital technology can improve the efficiency of resource allocation and promote the upgrading of industrial structure,

exerting a positive impact on narrowing the income gap (Liu, Jin, & Cheng, 2025).

Other scholars hold different views, arguing that the digital economy may widen the income gap because digital technology is mainly mastered by high-skilled labor, which will increase their income while possibly replacing low-skilled labor, leading to unemployment among low-skilled labor and further widening the income gap. The digital economy has also increased the return on capital, expanding the income gap between capital owners and laborers. In addition, foreign scholars have studied digital inclusion, believing it can promote the equal access to digital resources and help low-income groups and vulnerable groups share the dividends of digital economy, with the World Bank pointing out that digital inclusion is an important means to promote common prosperity, helping narrow the digital divide and improve the living standards of low-income groups.

2) Domestic research status

Domestic research on the digital economy and common prosperity has developed rapidly in recent years, focusing mainly on the connotation of common prosperity, the role mechanism of digital economy in promoting common prosperity, and the policy suggestions for promoting common prosperity under the background of digital economy. It emphasizes the coordinated development of material and spiritual civilization, highlights the fair distribution of social wealth and the equal enjoyment of development achievements by all people, with many domestic scholars further expanding on this connotation by noting that common prosperity is a dynamic process rather than a static state, requiring continuous improvement of the income level of all people and continuous narrowing of the gaps between regions, urban and rural areas, and different groups, and including two core dimensions—material prosperity and spiritual prosperity—that are mutually promoting and indispensable (Tao & Quayson, 2025).

In terms of the mechanism of the digital economy promoting common prosperity, domestic scholars have conducted in-depth research from multiple perspectives: the digital economy can promote the flow of production factors, breaking the spatial and temporal constraints of traditional economic development to help realize the optimal allocation of resources between regions and urban and rural areas and further narrow the development gap, while digital technology can improve the efficiency of public service supply and promote the equalization of education, medical care, pension and other public services, enabling low-income groups and vulnerable groups to share the dividends of development (Zheng, Li, & Li, 2024).

Some scholars have also studied the impact of digital economy on employment and income distribution: the digital economy has created a large number of new employment forms, including live streaming, e-commerce operations and online services, expanding employment channels for low-income groups and rural residents to help increase their income. However, other scholars have pointed out that the digital economy may bring new challenges to income distribution, as the digital divide between regions and groups may lead to the uneven distribution of digital

dividends, with high-quality digital resources mostly concentrated in developed regions and high-income groups, which may further widen the income gap.

In terms of policy suggestions, domestic scholars have put forward targeted opinions: improving the digital infrastructure construction by increasing investment in digital infrastructure in backward regions and rural areas to narrow the digital divide between regions and urban and rural areas (Frontiers Editorial Office, 2026); improving the digital literacy of low-income groups and rural residents to enable them to better adapt to the digital economy era; and standardizing the development of new digital formats to ensure the fair distribution of digital dividends.

3) Summary of research status

To sum up, foreign and domestic scholars have conducted in-depth research on the digital economy and common prosperity, achieving rich research results: foreign research focuses more on the impact of digital economy on income distribution and digital inclusion, providing a certain theoretical reference for this research, while domestic research closely combines China's national conditions, deeply explores the connotation of common prosperity and the role mechanism of digital economy, and puts forward many targeted policy suggestions. However, there are still some deficiencies in the existing research: most foreign studies are based on the national conditions of developed countries and are not fully applicable to China's actual situation; domestic research mostly focuses on qualitative analysis, with relatively insufficient quantitative research on the impact of digital economy on common prosperity; and the existing research on policy optimization is not systematic enough, lacking in-depth analysis of the problems in policy implementation and failing to put forward a complete set of policy optimization paths combining the characteristics of digital economy. This research will focus on these deficiencies and conduct in-depth research on common prosperity policies from the perspective of digital economy development.

C. Research Ideas and Core Research Methods

1) Research ideas

This research takes the relationship between digital economy and common prosperity as the core, following the research idea of “background analysis-theoretical combing-current situation investigation-dilemma analysis-path optimization”. It first combs the research background of the digital economy and common prosperity to clarify the research significance of this topic, then sorts out the relevant theories of digital economy and common prosperity to clarify the internal logical relationship between the two, investigates the current situation of common prosperity policy implementation supported by digital economy to summarize the existing achievements, analyzes the realistic dilemmas faced by the policy implementation to explore the root causes of the dilemmas, and finally puts forward targeted policy optimization paths to provide theoretical support and practical guidance for promoting common prosperity under the background of digital economy (Sengul, 2026).

2) Core research methods

This research adopts multiple research methods to ensure the scientificity and rigor of the research. Literature analysis method collects and sorts out relevant literature at home and abroad, including literature on digital economy, common prosperity, income distribution and digital governance, to comb the research status and relevant theories of the subject, lay a theoretical foundation for this research, and summarize the existing research achievements and deficiencies to clarify the research direction of this paper.

Comparative research method compares the development experience of digital economy and common prosperity policies in different countries and regions, analyzes the advantages and disadvantages of different policy models, draws on the advanced experience of foreign countries, and combines China's actual situation to put forward suitable policy suggestions, such as comparing the digital inclusion policies of developed countries such as the United States and Germany to summarize the experience that can be learned. Qualitative and quantitative combination method uses qualitative analysis to clarify the connotation of digital economy and common prosperity and analyze the role mechanism of digital economy in promoting common prosperity, while using quantitative analysis to study the impact of digital economy on common prosperity by collecting relevant data such as the scale of digital economy, income gap and regional development level and using statistical methods to analyze the correlation between digital economy and common prosperity, providing data support for the research conclusion.

Case analysis method selects typical cases of digital economy promoting common prosperity in China, including cases of digital agriculture in rural areas, digital public services in backward regions and digital industry development in poverty-stricken areas, to analyze the specific practices and effects of these cases, summarize the successful experience and existing problems, and provide practical basis for policy optimization.

II. INTERNAL LOGICAL CONNECTION BETWEEN DIGITAL ECONOMY AND COMMON PROSPERITY

A. Core Development Characteristics of the Digital Economy

The digital economy is an economic form based on digital technology that takes data as the core production factor, with obvious characteristics different from the traditional economy that determine its unique role in promoting common prosperity. Digital technology has strong permeability, integrating with various industries such as agriculture, industry and service industry and penetrating into all links of production, distribution, exchange and consumption; in the agricultural field, it has promoted the development of smart agriculture, realizing precision planting, breeding and management to improve agricultural production efficiency; in the industrial field, it has promoted the transformation and upgrading of traditional industries, realizing intelligent production and management; and in the service industry, it has promoted the development of online services, improving the efficiency and quality of service supply (Sengul, 2026).

Driven by technological innovation, the digital economy

features rapid updating and iteration of digital technologies, including artificial intelligence, big data, cloud computing, Internet of Things and other technologies that continue to innovate and break through, promoting the continuous upgrading of the digital economy and the emergence of new industries, new formats and new models to create more development opportunities—for example, the development of artificial intelligence has promoted the emergence of intelligent robots, intelligent medical care and other new industries, while the development of big data has promoted the emergence of data analysis, data services and other new formats. Taking data as the core production factor, the digital economy embodies resource sharing, as data has the characteristics of non-competitiveness and non-exclusivity that allow sharing and reuse among different subjects, breaking the limitation of traditional production factors such as land, labor and capital to realize the optimal allocation of resources; digital platforms, for instance, can integrate various resources to provide services for different enterprises and individuals and promote the flow of resources between regions and urban and rural areas, helping to narrow the development gap. The digital economy breaks the spatial constraints of traditional economic development to realize cross-regional, cross-industry and cross-border integration, with digital platforms connecting enterprises, individuals and markets around the world to promote the flow of production factors and the exchange of goods and services; cross-border e-commerce platforms, for example, have promoted the export of domestic products and the introduction of foreign high-quality products, promoting the integration of the domestic and international markets and the balanced development of regional economies.

It also has great inclusive development potential, providing development opportunities for low-income groups, rural residents and vulnerable groups to help them get rid of poverty and increase their income; rural residents can sell their agricultural products through e-commerce platforms and engage in online employment to narrow the urban-rural income gap, while low-income groups can improve their digital skills through digital training and obtain more employment opportunities and income sources (Hong, Shuang, Mingyu, Xie, & Long, 2026).

B. Core Connotation and Practical Requirements of Common Prosperity Policies

Common prosperity is the fundamental requirement of socialism and the core goal of China's economic and social development in the new era, and common prosperity policies are a series of policy measures formulated by the government to promote common prosperity, with clear core connotation and practical requirements (Wang, Liu, & Yang, 2024). Taking "common prosperity of all people" as the core goal, common prosperity policies focus on narrowing the three major gaps—regional gaps, urban-rural gaps and income gaps—and promoting the balanced development of material civilization and spiritual civilization. Specifically, the core connotation includes material prosperity, which requires improving the material living standards of all people and realizing the fair distribution of material wealth; spiritual prosperity, which

requires strengthening the construction of spiritual civilization and improving the cultural quality and moral level of all people; and balanced development, which requires promoting the coordinated development of regions, urban and rural areas, and industries and ensuring that all people can equally enjoy the achievements of development.

To promote common prosperity, common prosperity policies must meet practical requirements: adhering to the people-centered development idea, with all policies taking the interests of the people as the starting point and goal, focusing on solving the problems concerned by the people and ensuring that the people can share the dividends of development; adhering to the principle of fairness and justice, ensuring the fair distribution of social wealth, eliminating unfair phenomena such as monopoly and discrimination, and ensuring that all people have equal opportunities for development; adhering to the combination of efficiency and fairness, promoting economic development and improving production efficiency while paying attention to fair distribution and narrowing the development gap to realize the organic unity of efficiency and fairness; adhering to step-by-step promotion, as common prosperity is a long-term process that cannot be achieved overnight, requiring policies to be formulated according to the actual situation and promoted step by step to avoid being eager for quick success and instant benefit; and adhering to the combination of government guidance and market regulation, with the government playing a leading role in formulating policies and guiding the direction and the market playing a decisive role in resource allocation to give full play to the advantages of both.

C. Mechanism of the Digital Economy Empowering Common Prosperity

The digital economy has a unique advantage in promoting common prosperity, empowering it through multiple interrelated and mutually promoting paths and mechanisms that form a complete empowerment system. It can promote economic growth through technological innovation and efficiency improvement and expand the total amount of social wealth, providing a material foundation for common prosperity; digital technology can improve labor productivity, reduce production costs and improve product quality to increase the output of social products, while the digital economy can promote the emergence of new industries, new formats and new models—such as platform economy and sharing economy—to create more economic growth points, and with the expansion of the total amount of social wealth, the common prosperity of all people becomes possible.

The digital economy can narrow the income gap through multiple channels: it has created a large number of new employment forms with low entry thresholds suitable for low-income groups and rural residents, such as live streaming with goods, online takeout and online tutoring, providing employment opportunities to increase their income; it can improve the income level of low-income groups through digital training carried out by the government and enterprises to enhance their digital literacy and employment ability; and it can promote the equalization of income distribution through digital platforms that reduce

transaction costs and improve the transparency of income distribution to ensure fairness. Breaking the spatial constraints of traditional economic development, the digital economy can promote the flow of production factors between regions and urban and rural areas to narrow the regional and urban-rural development gaps (Wang, & Wang, 2026). Digital infrastructure can connect backward regions and rural areas with developed regions, promoting the transfer of technology, capital and talents to backward regions and rural areas to boost their economic development, while digital public services such as online education and online medical care can realize the equal supply of basic public services between regions and urban and rural areas, narrowing the gap in public service supply.

The digital economy can also improve the efficiency and quality of public service supply and promote the equalization of public services, an important part of promoting common prosperity (Wei, Di, & Zhou, 2025). Digital technology can integrate public service resources and establish a unified public service platform—such as the national integrated government service platform—to realize the sharing of public service resources and provide convenient services for the people; it can also reduce the cost of public service supply and improve the coverage of public services, with online education platforms providing high-quality educational resources for remote areas and online medical platforms offering medical consultation and diagnosis services for rural areas to ensure that all people can equally enjoy high-quality public services.

III. CURRENT SITUATION AND DILEMMA OF COMMON PROSPERITY POLICIES SUPPORTED BY DIGITAL ECONOMY

A. Sorting out Existing Supporting Policies and Implementation Effects

With the rapid development of the digital economy, the Chinese government has attached great importance to its role in promoting common prosperity, issuing a series of supporting policies covering digital infrastructure construction, digital industry development, digital skill training, digital public services and other fields that have played an important role in promoting common prosperity (Wang & Wang, 2026). The government has issued policies to promote the construction of digital infrastructure, increasing investment to promote the popularization of 5G networks, optical fiber networks and other digital infrastructure; the “14th Five-Year Plan for Digital Economy Development” clearly proposes to accelerate the construction of new digital infrastructure and realize full coverage of 5G networks in urban and rural areas, and by the end of 2023, the number of 5G base stations in China had reached 3.37 million, accounting for more than 60% of the global total, with the coverage rate of optical fiber networks in rural areas reaching 99.8%, laying a solid foundation for the digital economy to promote common prosperity.

The government has also introduced policies to support the development of digital industries, encouraging the development of artificial intelligence, big data, cloud computing and other digital industries and supporting the integration of digital technology and real economy; it has

set up special funds to support the research and development of digital technology and introduced tax incentives and other policies to support digital enterprises, leading to rapid development of China's digital industry, continuous expansion of its scale, and the added value of the digital economy core industry accounting for more than 10% of the national GDP, which has promoted economic growth and created a large number of employment opportunities. Attaching great importance to digital skill training, the government has carried out a series of digital skill training programs focusing on improving the digital literacy of low-income groups, rural residents and vulnerable groups; the "Digital Literacy and Skills Improvement Action Plan" clearly proposes to carry out digital skill training for key groups and improve the digital literacy of all people, and by 2023, more than 100 million people in China had received digital skill training, helping low-income groups and rural residents better adapt to the digital economy era and obtain more employment opportunities and income sources. The government has promoted the digital transformation of public services, building a number of digital public service platforms to realize the online handling of various public services; the national integrated government service platform has realized the online handling of more than 10,000 government services, with the online handling rate of government services reaching more than 90%, improving the efficiency of public service supply and making it more convenient for the people to handle affairs. In addition, it has promoted the development of online education, online medical care and other digital public services, narrowing the gap in public service supply between regions and urban and rural areas.

In general, the existing supporting policies have achieved obvious results, promoting the rapid development of the digital economy and the process of common prosperity, with the income gap between urban and rural areas gradually narrowing, the level of public services continuously improving, and the living standards of the people significantly improved. However, there are still some problems in the implementation of the policies that have become important obstacles to the digital economy promoting common prosperity (Wang & Wang, 2026).

B. Distribution Difficulties Caused by Regional Digital Development Gaps

Although China's digital economy has developed rapidly, there is still an obvious unbalanced development between regions, with a relatively large digital development gap between eastern, central and western regions that has brought a series of distribution difficulties and hindered the process of common prosperity. The eastern region has a high level of economic development, sufficient financial resources and technological strength, leading to relatively perfect construction of digital infrastructure, high coverage rates of 5G networks and optical fiber networks, and fast network access speed. In contrast, the central and western regions have a relatively low level of economic development, insufficient financial resources and technological strength, resulting in relatively backward construction of digital infrastructure, low coverage rates of

digital infrastructure in remote areas and rural areas, and slow network access speed; for example, the number of 5G base stations per 10,000 people in the eastern region is more than twice that in the western region, and the optical fiber network speed in the eastern region is 30% higher than that in the western region, making it difficult for the central and western regions to share the dividends of the digital economy. The digital industry in the eastern region is relatively developed, with a large number of digital enterprises, technological talents and capital, a complete industrial chain, and a good development ecology, while the digital industry in the central and western regions is relatively backward, with a small number of digital enterprises, low technological level, and an incomplete industrial chain; most digital enterprises in the central and western regions are in the middle and lower reaches of the industrial chain, lacking core technologies and independent innovation capabilities (Meng, 2026). More than 70% of China's digital enterprises are concentrated in the eastern region, and the added value of the digital economy core industry in the eastern region accounts for more than 80% of the national total, putting the central and western regions in a passive position in the digital economy and leading to the uneven distribution of digital dividends. The eastern region has a high level of education, with residents having relatively high digital literacy and skills that enable them to better use digital technology and obtain more employment opportunities and income sources in the digital economy (Jia, & Guang, 2024). The central and western regions, however, have a relatively low level of education, with residents having relatively low digital literacy and skills; many residents in the central and western regions, especially rural residents and low-income groups, cannot use digital technology proficiently, preventing them from better sharing the dividends of the digital economy. The digital literacy rate of residents in the eastern region is more than 70%, while that in the western region is less than 50%, further widening the development gap between regions.

The eastern region has a high level of digital public services, with relatively perfect digital public service platforms and wide coverage, allowing residents to enjoy high-quality digital public services. The central and western regions have a relatively low level of digital public services, with imperfect digital public service platforms and narrow coverage, meaning residents in the central and western regions, especially rural residents, cannot enjoy high-quality digital public services. The online medical consultation coverage rate in the eastern region is more than 80%, while that in the western region is less than 60%, making it difficult for the central and western regions to realize the equalization of public services and hindering the process of common prosperity.

C. Practical Problems Such as Uneven Distribution of Digital Dividends and Imperfect Industry Supervision

In addition to the distribution difficulties caused by regional digital development gaps, there are other practical problems including the uneven distribution of digital dividends and the imperfect supervision of digital formats that have become important obstacles to the digital

economy promoting common prosperity (Jia, & Guang, 2024). Digital dividends are mainly concentrated in high-income groups, large enterprises and developed regions, while low-income groups, small and micro enterprises and backward regions have difficulty in sharing them: high-income groups have high digital literacy and skills, enabling them to better use digital technology to obtain more income—such as high-skilled talents in the digital field who can obtain high salaries—while large enterprises have strong technological strength and capital to occupy more digital resources and obtain more benefits from the digital economy, leaving small and micro enterprises with weak technological strength and capital struggling to compete and share the dividends. Developed regions have perfect digital infrastructure and high digital literacy of residents, allowing them to better share the dividends, while backward regions have backward digital infrastructure and low digital literacy of residents, preventing them from doing so, further widening the income gap and development gap.

With the rapid development of the digital economy, a large number of new digital formats have emerged, including platform economy, sharing economy, live streaming economy and so on, but the supervision system of these new digital formats is not perfect, leading to many problems in the supervision process. Existing laws and regulations are mainly aimed at traditional industries and not fully applicable to new digital formats, resulting in a lack of legal basis for supervision; the supervision mechanism is not smooth, with unclear supervision responsibilities of different departments leading to overlapping supervision and missed supervision; and traditional supervision technology is backward, failing to adapt to the rapid development and constant updating of new digital formats, making effective supervision difficult. These deficiencies have led to problems such as unfair competition, false publicity and consumer rights and interests infringement, which not only damage the interests of consumers and small and micro enterprises but also affect the healthy development of the digital economy and hinder the process of common prosperity. Some large digital platforms have formed a monopoly position in the market, using their position to suppress small and micro enterprises and collect high fees from merchants, hindering the fair competition of the market and affecting the distribution of digital dividends (Dai, 2024). For example, some e-commerce platforms charge high commission fees from merchants, increasing their operating costs and affecting their income, while some large digital platforms use their data advantages to carry out unfair competition and restrict the development of other enterprises, further widening the gap between large enterprises and small and micro enterprises and hindering the process of common prosperity (Jia, & Guang, 2024).

With the rapid development of the digital economy, data has become an important production factor, but the problem of digital security is becoming increasingly prominent, with many hidden dangers in data collection, storage, use and transmission, such as data leakage, data theft and data abuse (Wang & Wang, 2026). These problems not only damage the interests of individuals and enterprises but also affect

the healthy development of the digital economy and hinder the process of common prosperity—for example, the leakage of personal information may lead to the infringement of personal rights and interests, and the abuse of data may lead to unfair competition, issues that need to be solved urgently.

IV. OPTIMIZATION PATH OF COMMON PROSPERITY POLICIES FROM THE PERSPECTIVE OF DIGITAL ECONOMY

A. Improve Policies for Balanced Construction of Digital Infrastructure

Digital infrastructure is the foundation of the digital economy and an important guarantee for it to promote common prosperity. To narrow the regional digital development gap, policies for balanced construction of digital infrastructure must be improved to promote the balanced development of digital infrastructure between regions and urban and rural areas (Zhang *et al.*, 2025). The government should increase the transfer payment to the central and western regions and encourage social capital to invest in digital infrastructure in backward regions, establishing a multi-channel investment and financing mechanism including government investment, social capital investment and financial support to ensure that backward regions have sufficient funds for digital infrastructure construction; for example, it can set up a special fund for digital infrastructure in backward regions and provide preferential loans for digital infrastructure projects there to promote construction. The government should formulate a scientific and reasonable layout plan for digital infrastructure, focusing on promoting construction in rural areas and remote areas to realize full coverage of 5G networks, optical fiber networks and other digital infrastructure in urban and rural areas and improve the speed and quality of network access; promoting the “digital village” construction project and the construction of 5G base stations in rural areas, for instance, will narrow the gap in digital infrastructure between urban and rural areas.

Encouraging the sharing of digital infrastructure between regions and enterprises, the government should establish a unified digital infrastructure sharing platform that integrates digital infrastructure resources from different regions and enterprises to realize sharing and reuse, reducing construction costs and improving utilization efficiency. Promoting the sharing of 5G base stations between telecommunications operators and data centers between enterprises, for example, will promote the balanced development of digital infrastructure. The government should also strengthen the construction of supporting facilities such as power supply and network operation and maintenance to ensure the stable operation of digital infrastructure and improve its service level; strengthening the construction of power supply facilities in rural areas and training professional technical personnel for digital infrastructure operation and maintenance will ensure the stable operation of digital infrastructure in backward regions and rural areas.

B. Improve Support Policies for Inclusive Development of Digital Industries

The digital industry is the core of the digital economy and

an important driving force for promoting common prosperity (Wei, Di, & Zhou, 2025). To promote its inclusive development, support policies for inclusive development of digital industries must be improved to expand the inclusive scope of digital economy benefits. The government should introduce more preferential policies for small and micro digital enterprises, including tax incentives, financial support and technical support; reducing their tax burden, providing financial subsidies, and establishing a technical service platform to provide technical guidance and training will help small and micro digital enterprises improve their technological level and market competitiveness. Combining the resource endowments of rural and remote areas, the government should support the development of characteristic digital industries; in agricultural areas, it can support the development of digital agriculture and promote the application of digital technology in agricultural production, processing and sales, while in ethnic minority areas, it can support the development of digital cultural industries and promote the digitization of ethnic cultural resources, helping these areas develop their own digital industries and increase the income of rural residents and residents in remote areas. The government should encourage traditional industries to carry out digital transformation and support them to apply digital technology to improve production efficiency and product quality; in the industrial field, it can support traditional manufacturing enterprises to carry out intelligent transformation and promote the application of artificial intelligence, big data and other technologies in manufacturing, while in the service industry, it can support traditional service enterprises to carry out digital transformation and promote the development of online services, helping traditional industries improve their competitiveness and create more employment opportunities.

Establishing a sound digital talent training system, the government should focus on training digital talents for small and micro enterprises, rural areas and backward regions and carry out targeted digital skill training; cooperating with universities and vocational colleges to set up digital talent training courses and carrying out on-the-job training for employees of small and micro enterprises will improve the digital literacy and skills of talents and provide talent support for the inclusive development of digital industries.

C. Build a Regulatory System for Digital Income Distribution and Social Security Adjustment

The fair distribution of digital dividends is an important part of promoting common prosperity, and to realize this, a regulatory system for digital income distribution and social security adjustment must be built to balance the interest distribution of different groups. The government should formulate relevant policies to regulate digital income distribution, encouraging enterprises to improve the income distribution system to ensure that employees can share the benefits of digital economy development; encouraging digital enterprises to implement equity incentive plans and increase employee wages, while strengthening the regulation of the income of high-income groups in the digital field to prevent excessive concentration of wealth, will promote the fair distribution of digital income. With the

development of the digital economy, a large number of flexible digital employment forms have emerged, including live streaming, e-commerce operations and online services, but the social security of flexible digital employees is not perfect. The government should improve the social security mechanism for flexible digital employment, expand the coverage of social security, and ensure that flexible digital employees can enjoy basic social security; establishing a social security system suitable for flexible digital employment, allowing them to participate in endowment insurance and medical insurance on a voluntary basis, and providing financial subsidies for their participation will protect their legitimate rights and interests.

Digital platforms play an important role in digital income distribution, so the government should strengthen the regulation of their income distribution to prevent them from using their monopoly position to obtain excessive profits and regulate their commission fees and other charges; setting a maximum limit on the commission fees of e-commerce platforms and requiring digital platforms to disclose their income distribution rules will ensure the fairness of digital platform income distribution and protect the interests of merchants and consumers. The government should establish a mechanism for transferring digital dividends to low-income groups, using fiscal transfer payment and other means to transfer part of the digital dividends to them; collecting digital taxes from large digital enterprises and using the tax revenue to provide financial subsidies for low-income groups and carry out digital skill training for them will help low-income groups share the digital dividends and narrow the income gap.

D. Strengthen the Long-Term Digital Governance and Long-Term Supervision Supporting Policies

The healthy development of the digital economy is the premise of promoting common prosperity, so long-term digital governance and long-term supervision supporting policies must be strengthened to form a standardized and orderly digital development environment. The government should speed up the formulation and improvement of laws and regulations related to the digital economy, covering digital infrastructure, digital data, digital formats, digital security and other fields to provide a legal basis for digital governance; formulating a “Digital Economy Promotion Law” and laws and regulations related to data security and personal information protection will standardize the development of the digital economy and protect the legitimate rights and interests of individuals and enterprises. The government should establish a clear supervision responsibility system, clarifying the supervision responsibilities of different departments to avoid overlapping supervision and missed supervision; the market supervision department should be responsible for the supervision of unfair competition and false publicity in digital formats, the network information department for the supervision of network information content, and the financial supervision department for the supervision of digital financial formats, improving supervision efficiency and ensuring effective supervision of new digital formats.

Increasing investment in digital supervision technology, the government should develop advanced digital

supervision technologies such as big data and artificial intelligence to improve the efficiency and accuracy of supervision; establishing a digital supervision platform that uses big data technology to monitor the operation of digital enterprises and digital formats and artificial intelligence technology to identify and deal with illegal acts will improve the level of digital supervision. The government should strengthen the supervision of digital monopoly, formulating relevant policies to prevent and restrict it; formulating anti-monopoly laws and regulations suitable for the digital economy and strengthening the investigation and punishment of digital monopoly behaviors will prevent large digital platforms from using their monopoly position to suppress small and micro enterprises and protect the fair competition of the market, promoting the healthy development of the digital economy.

Establishing a sound digital security system, the government should strengthen the supervision of data collection, storage, use and transmission to prevent data leakage, data theft and data abuse; formulating data security management measures, establishing a data security supervision platform, and strengthening the punishment of illegal data behaviors will protect the security of personal information and enterprise data and ensure the healthy development of the digital economy.

V. CONCLUSION

The digital economy has become an important driving force for promoting common prosperity, with unique advantages in promoting economic growth, narrowing the income gap, promoting regional and urban-rural balanced development, and promoting the equalization of public services. However, in the process of the digital economy promoting common prosperity, there are still problems including the uneven development of regional digital economy, the uneven distribution of digital dividends, the imperfect supervision of digital formats, and the problem of digital monopoly, which have hindered the process of common prosperity. To solve these problems, common prosperity policies must be optimized from the perspective of digital economy development: improving policies for balanced construction of digital infrastructure to promote the balanced development of digital infrastructure between regions and urban and rural areas; improving support policies for inclusive development of digital industries to expand the inclusive scope of digital economy benefits; building a regulatory system for digital income distribution and social security adjustment to balance the interest distribution of different groups; and strengthening long-term digital governance and long-term supervision supporting policies to form a standardized and orderly digital development environment. This research has conducted in-depth research on common prosperity policies from the perspective of digital economy development, clarifying the internal logical relationship between the digital economy and common prosperity, analyzing the current situation and realistic dilemmas of common prosperity policy implementation supported by digital economy, and putting forward targeted policy optimization paths. However, the research still has some deficiencies, such as insufficient

in-depth quantitative analysis of the impact of digital economy on common prosperity and incomplete research on the policy implementation effect. In future research, we will further strengthen quantitative analysis and conduct in-depth research on the policy implementation effect to provide more scientific and reasonable theoretical support and practical guidance for promoting common prosperity under the background of digital economy.

In the new era, promoting common prosperity is an important task of China's economic and social development, and the digital economy provides a new opportunity for this goal. We must give full play to the role of the digital economy, continuously optimize the common prosperity policies, promote the all-round development of the people, and realize the common prosperity of all people at an early date.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

LD wrote the paper and conducted the research; XG combed the literature; CL and XZ revised the manuscript. All authors had approved the final version.

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