

Theoretical Basis of China's Pension Scenes

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Abstract. The accelerated advent of the interconnection of all things and the rapid rise of artificial intelligence technology are changing the way people live and how they acquire social resources. In 2017, the Ministry of Industry and Information Technology, the Ministry of Civil Affairs and the National Health and Family Planning Commission jointly issued the *Action Plan for the Development of Smart Pension industry (2017-2020)*, which stressed that we should utilize information technological products of a new generation to promote the intelligent upgrading of cultural products and services for the aged. A new form of economic development with the Internet as the carrier and AI as the implementation tool is gradually taking shape, creating unprecedented opportunities for all sectors of society and providing possibilities for transformation, upgrading and breakthrough innovation of the silver economy. This essay aims at exploring the theoretical basis and practical characteristics of innovative pension mode, so as to construct the innovative path of pension scenes.

1 Foreword: the tension faced with traditional pension mode

Population aging is a major national condition of China's economic and social development in the 21st century. Up to the end of 2018, China has 249 million people aged 60 and above, accounting for 17.9% of the total population. This marks when China approaches 2050, the global elderly population is expected to more than double from 901 million in 2015 to nearly 2.1 billion. By then, 150 countries and regions in the world except Africa and some parts of India will enter aging society. Hence aging is an inevitable result of social and economic development.

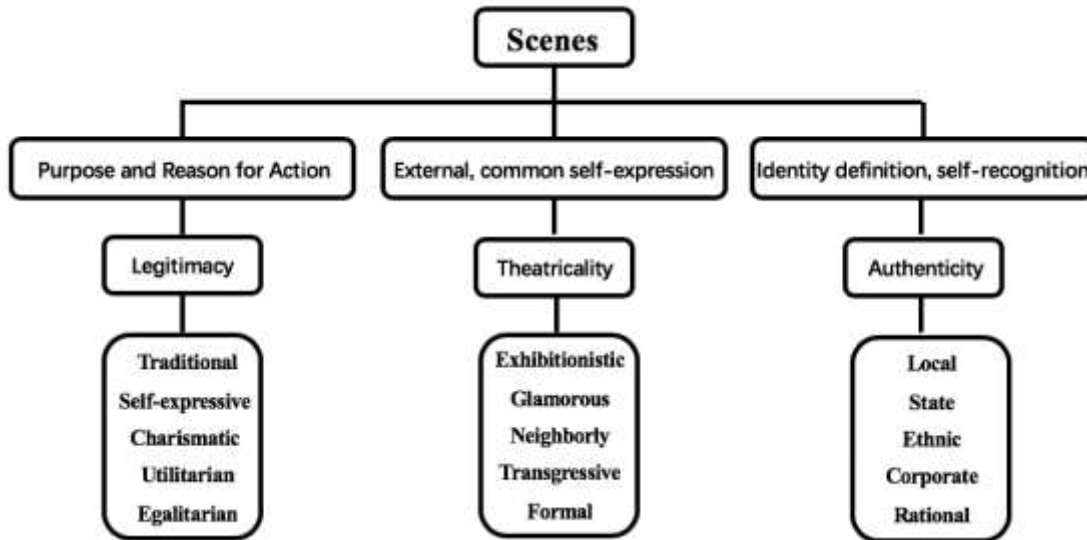
However, there is still a significant mismatch between supply and demand in China's pension industry, which requires supply-side transformation and upgrading in concept and method. With the advent of the aging wave, the elderly is becoming an important economic impetus, leading China into the third round of economic transformation driven by the market population. From the perspective of consumption power, the aging consumers in China gradually present the characteristics of extensive consumption demand and upgrading consumption concept. From the perspective of market space, according to the prediction of research institutions, China will enjoy a huge market space by 2020 with the value of the national elderly consumer market reaching 3.3 trillion yuan. Correspondingly, the supply of some elderly consumption industries is insufficient, and the pension products and services lack high quality, great aesthetics, active participation and strong tech load.

2 Theoretical exploration of pension scenes

What is the scenes theory? What is the pension scene? How to construct and implement the pension industry transformation and upgrading?

Scenes theory was first proposed by professor Terry Clark of Chicago school, aiming at creating an aesthetic taste and cultural experience motivated by cultural consumption. It contains three dimensions: A. Theatricality: the way in which an individual presents himself, namely, the image he tries to create in the eyes of others. B. Authenticity: the pleasure of identity, namely, whether the

real self is identical with the local style. C. Legitimacy: the pleasure of conformity with belief and morality, namely, the government authorities make wrong or right decisions about an individual's evaluation. Theatricality, authenticity and legitimacy are the main three dimensions to understand “a value-oriented scene formed by a mixture of urban amenities”. By extracting and assigning values of three main dimensions and 15 sub-dimensions, an innovative analysis tool for urban scenes is provided, which takes into account both universality and locality.¹



Scenes Theory Mode

Pension scenes is an important part of urban scenes, the embodiment of innovation in pension industry, and the combination of pension cultural facilities containing specific values in a certain area of the city. In other words, only the cultural and entertainment facilities that reflect a certain value orientation and take health care as the main purpose are the basis of creating a scene. The combination of different cultural facilities in the urban space will lead to different types of health care cultural consumption, and their value dimensions possess different connotations and emphases. It can be seen that pension scenes construction is not a simple concept of the urban space. Instead, it relies on the urban space and is endowed with a certain cultural value, thus it should be perceived in an integral, systematic and coordinated way. It is the collection and aggregation of many elements that generate the specific meaning and make it a scene that embodies the meaning and value. To achieve the overall goal of pension innovation, two measures must be carried out. Firstly, optimizing and upgrading regional cultural infrastructure through the implementation of pension scenes so as to promote transformation and upgrading of lifestyle as well as cultural consumption. Secondly, promoting the establishment of wise pension, livable pension and cultural pension through scenes construction so as to finally realize the strong correlation between the elderly scenes and the agglomeration of the creative class as well as the guidance of health care innovation to the overall atmosphere and values of the city. To sum up, the application of scenes theory to study the new paradigm can effectively construct and guide specific innovative ways of providing for the aged in the organic urban field.

3 Innovative features of pension scenes

The transformation and development of silver economy is the inevitable result of the cultivation of artistic atmosphere and the improvement of scientific and technological means. At the same time, the improvement of artistic taste and the maturity of scientific and technological means are important guarantees for pension products and services. Artistic elements provide abundant design

¹Terry Clark translated by Li Lu. The concept and analysis of scenes theory: implications for China from multinational studies, Dongyueluncong, 2017(Vol.1).

inspiration for scientific and technological equipment while the latter provides cultivation means for the former. Therefore, the application of art elements with the innovation of science and technology has become the constraint of pension products and services in the process of transformation and upgrading of silver economy, but it is also a practical and effective way.

Firstly, with the gradual penetration of art elements, life happiness of the elderly is improved. The life of the elderly is full of rich artistic elements, which is not only a response to the aesthetic needs, but also the cultivation of life attitude and consumption pattern. The concept of the penetration of art elements in the elderly life originates from the social consensus of “providing learning opportunities as well as joy for the elderly and enabling them to make a difference”, which is called “artistic pension pattern” by foreigners. China should gradually construct artistic pension pattern with local characteristics and help to improve their aesthetic taste, enrich their spiritual life, and boost their health and happiness index through art display, art training, creative courses and other forms of art cognition and practice.

Secondly, scientific and technological means are gradually improved to make it more convenient for the elderly. The innovation of scientific and technological products for the aged is an important goal in pension industry. One the one hand, it realizes the upgrading of science and technology. One the other hand, it realizes the reform of intelligent life of the elderly. Under the guidance of the new generation of information technology, the Internet of things is rapidly popularized, big data is rapidly accumulated, algorithm models and computing capabilities keep making breakthroughs, and the rapid rise of intelligent industry applications provides a realistic opportunity for the rapid rise of artificial intelligence in China. Various technologies, from voice recognition, natural language processing, image recognition and biological recognition at the artificial intelligence technology level, to industry 4.0, intelligent agriculture, unmanned cars, smart home, intelligent finance, intelligent medical treatment and intelligent education at the artificial intelligence application level, have all achieved explosive growth. Doubtlessly, the reform of science and technology makes it possible for the comprehensive upgrading of pension industry since hardware quality of equipment and data processing safeguard the health care level for the elder and the sustainable development of silver economy.

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