A study on the Pricing of Making Money by Taking Pictures

Jianlin Wang, Xiang Wu, Dongjun Jin, Yueting Zheng, Guolin Li

Department of Engineering, Yanbian University, Yanji City, 133002, Chain.

Abstract

According to the position, pricing and completion of each task, considering the correlation between the coordinates of the task and the price of the task, the pricing law of the task is obtained. The location and price of the task more or less affect the degree to which each member completes the task, so we can judge the cause of the unfinished task by comparing the data regularly. It is concluded that the unfinished task is determined by the location and price of the task: the task point is too far from the city center, and the task price is too low, which leads to the decline of the implementation of the task and the increase of the unfinished rate of the task.

Keywords

Photographing money making task pricing task GPS latitude and longitude.

1. Introduction

"Photo making" is a self-service mode under the mobile Internet. By downloading and registering as a member, users can receive a certain amount of money for taking photos. Many large chain enterprises need a large number of individual sample data to help enterprises make business decisions. Therefore, how to gather a large number of enterprises demand, and China's high-density surplus labor force effectively combined, is now a lot of "photography to make money" category of major research topics.

2. Task Pricing Law

In order to consider the relationship between longitude and latitude more intuitively, this paper divides the task pricing into four different ranges: 419; 91; 176; 149.

This paper finds that the decentralization of task pricing is relatively large, and with the reduction of the pricing, the degree of task concentration is increasing, and the task is becoming more and more intensive. Because the flow of people in the city center of the province is relatively large, the demand of users is also relatively large, at this time it will form a state of supply less than demand, resulting in insufficient supply, appropriate price reduction, you can improve the completion rate of the task. Thus, the city center of the province can be determined by the place where the flow of people is the most intensive, and then the task pricing law of the above project is obtained as follows: the farther away from the city center, the higher the task pricing.

3. Unfinished Tasks

(1) Price reasons only

Task marking and task execution are put into the same plane. According to the relevant statistics, the higher the price, the higher the completion degree of the task; while the number of unfinished tasks, generally concentrated in the low price area, in this area, the number of completed tasks is less. Therefore, the completion degree of the task is related to the price.

(2) cause of latitude and longitude only

According to the relevant data, the results of task execution caused by different tasks latitude and longitude are inconsistent. By projecting the longitude and latitude of all tasks on the same plane, we can find that there is a certain centralized distribution trend of the completed and unfinished tasks. Most tasks are completed in the same area, only a few tasks are distributed more dispersedly.

(3) Common reasons for price and latitude and longitude

Combined with the analysis of (1) (2) question, we can know that only price and only longitude and latitude have one-sided influence on the completion of the task. Considering the position and price of each task together, we can know that in a busy area like the downtown area, where the flow of people is relatively large, the price can be relatively popular, so that the masses will make a decision on the basis of factors such as geographical location and self-preference. If the price is the same, the masses will choose to do the tasks which are relatively close to each other, so that the task completion in the remote areas will be low. Only when the task pricing is properly increased will the corresponding number of customers be pulled back and the number of tasks completed be increased again.

4. Combining Actual Situation Analysis

Projecting all tasks latitude and longitude to the map, they will find themselves concentrated in a province along the coast. However, the unfinished task points (red) are concentrated at both ends of the province, while the completed task points (blue) are distributed in the central and upper parts of the province, as shown in Figure 1:

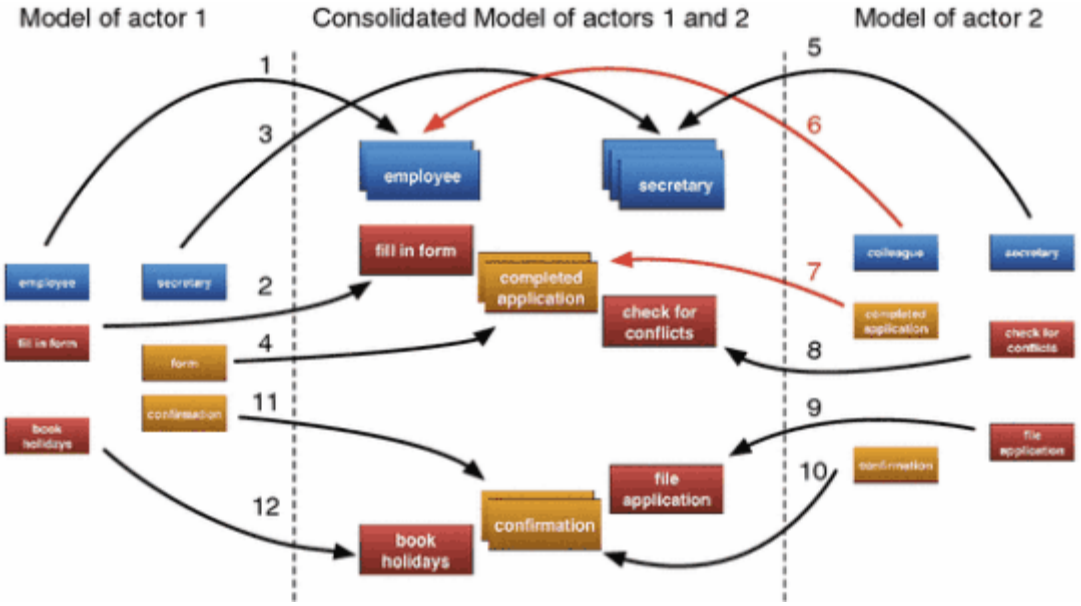
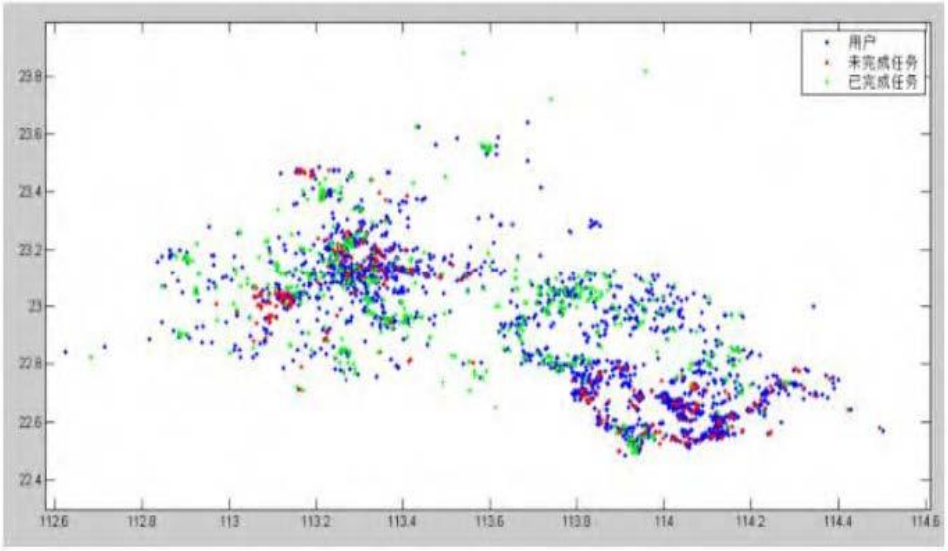


Figure 1 Distribution of Task Data of Completed Projects in Guangdong Province

Combining with Fig. 1, we can see that the location of the upper part of the province is relatively remote, and the price of the task is relatively low, so the completion of the task is relatively low, that is, there are more red areas; and the Red areas near the region.

Task pricing is high and the attraction to members is large, so the blue area is relatively more.

Enlarge the framed part of Figure 1 (i.e. the lower end of the province) as shown in Figure 2, which is located in an area of the province, far from the city centre due to its coastal location. Moreover, the region has fewer expressways (yellow solid lines in Figure 2), less convenient transportation, and less economic momentum in the city center. At the same time, as can be seen from Figure 1, the pricing of tasks in this area is relatively low, and the attraction to users is small. Remote distance, inexpensive task pricing, inconvenient traffic conditions, make the user demand for the region is small, at this time supply exceeds demand will cause "surplus", so the task of unfinished outline is relatively large.



BP neural network has good nonlinear mapping ability, self-learning fault-tolerant ability and data fusion ability, and has certain advantages. Because the relationship between various factors and pricing is not simple linear or nonlinear, the effect of direct statistical analysis is not obvious. For the three-layer neural network system constructed after factor index optimization, the actual information data is imported, and the mapping relationship adapted to the pricing environment is obtained after the extraction and processing of the data information. Finally, the model outputs the forecast pricing. The idea and process of the model are clear and easy to realize. However, due to the limited available factors and data, the pricing mechanism may be incomplete. The pricing mechanism will be more accurate if the factors such as ease of mission and traffic conditions are considered. In addition, the model is not only suitable for pricing problems, but also can be extended to many aspects, such as neural network can be applied to parameter optimization and depth learning.

5. Conclusion

According to the relevant task data, we can get the law of task pricing. By putting the longitude and latitude of the task and the task pricing into the same plane, we can know that the task concentration is distributed in the region with lower pricing. The longitude and latitude of the task can reflect a city located in the coastal area. According to the degree of task pricing and task location concentration, the center of the city can be calculated, and the pricing law can be judged: the nearer the city center, the lower the price.

The task of the APP platform is commodities. From the economic theory, value is the indifferent labor of human beings condensed in commodities. Therefore, the more labor consumed, the higher the price should be. From the theorem of supply and demand, it is assumed that the number of tasks is fixed and the price corresponding to different tasks is fixed in the areas with high concentration of members.

Dissimilarity. At this time, the demand of the members for the task is greater than the supply quantity of the task itself, which causes the members to compete for the task. In this case, a "seller's market" arises. As long as the contractor sets the price of the task higher than the lowest price acceptable to the members, there will always be some people who accept the task and complete it for their livelihood and life, ensuring that the task is completed. A "buyer's market" is formed in areas with distant mission locations and sparse memberships, and the task price should be set higher to attract members'activity.

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