

# Exploration and Connotation Analysis of Social Capital Theory: Also Talk about Several Misunderstanding of Concept Cognition

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**Abstract:** *In academic research, the understanding and grasp of concept is the premise of concept application. Especially for social capital, an abstract concept that can be used as an analytical and explanatory tool, the accurate grasp of the concept is particularly important. Since the establishment of social capital theory in the 1980s, studies on social capital theory and practical application have emerged one after another at home and abroad. After careful reading, we will find that some of these achievements have fallen into some misunderstandings in the concept understanding and concrete use of social capital. [1] This will not only affect our thinking on the functional mechanism of social capital, but also affect our analysis and judgment on the existence of social capital itself and its practical value. Therefore, we think it is necessary to systematically comb the theoretical basis, concept and connotation of social capital, so as to restore the original appearance of social capital.*

**Keywords:** Social Capital; Social Relations; Resources.

## 1. INTRODUCTION

Social capital theory was first established by Bourdieu. Group dynamics theory provides strong support for the emergence of social capital theory. With the continuous expansion of the application of social capital theory, the concept of social capital appears mixed use, misuse, extension and amplification in use. The purpose of this paper is to reorganize the connotation of social capital and improve the application efficiency of the concept. Like the civil litigation attached to the criminal, although the goal of criminal recovery and restitution is to solve the victim's civil compensation request, it can not achieve good results in practical action. Through the research, it is found that the current systems and regulations related to criminal recovery and restitution are not clear, and their applicability in practical practice is not high. Because the laws and regulations on criminal recovery and restitution only occupy a small part, and do not indicate the nature of the law and mandatory issues, this is bound to lead to confusion in judicial practice and seriously affect the degree of implementation.

The criminal recovery and restitution system directly affects the civil compensation rights and interests of victims. In specific measures, we first need to make a legal definition from the perspective of legislative restitution and restitution. Combined with the current laws and regulations, the return and recovery of criminal compensation, the execution of criminal property and civil execution are different, but they belong to the compensation for the relief of the victims. During judicial practice, the implementation rate of property punishment and civil execution in criminal law is low. From the legal level, it should be carried out according to relevant formulation procedures to ensure its essence and purpose. Secondly, we should fully get rid of the traditional idea of criminal priority, specify the recovery and restitution in the judgment, and can not simplify the subject, scope and other matters. Thirdly, criminal recovery, restitution and civil compensation are directly related to the civil rights and interests of the parties, so they are quite different from criminal property punishment. When there is a concurrence problem, the victim should be given a certain procedural option to realize the litigation right, and the victim can deal with it by himself and choose which procedure to adopt.

## 2. THEORETICAL EXPLORATION OF SOCIAL CAPITAL

It was in the 1970s that social capital entered the academic field as a formal academic concept. According to literature review, Pierre Bourdieu, a French sociologist, was the first to systematically interpret the concept of social capital. In 1980, he published a short essay entitled "Essays on Social Capital" in the Journal Social Science Research. In this essay, in addition to giving a clear definition of social capital, he also gave a detailed explanation of the carrier, structure, function and difference of social capital. Later, Coleman, Putnam, Linnan, Granovetter,

Burt and other scholars also interpreted social capital from different perspectives and applied this concept in different problem areas.

From the theoretical characteristics of social capital, Lewin's group dynamic theory provides a strong theoretical support for it. In the study of group dynamics theory, the most famous is the founder of this theory, the famous American social psychologist Lewin. He first used the concept of "group dynamics" in his social Space Experiment published in 1939, and founded the "Group Dynamics Research Center" at MIT in 1945. Since then, "group dynamics" has been formally established as a theoretical theory to study the behavior of individuals in groups. Based on the theory of social relations, group dynamic theory proposes that individual people are not isolated individuals, and group people are not simple superposition of individual people. the so-called "group" is an action union established on the basis of relatively stable relationship structure between individuals. In joint action, the behavioral motivation of group members is highly consistent with the will of the group, the needs of individuals are consistent with the goals of the group, and individuals gain a sense of honor and security because of the membership of the group. In responsible behavior choices, members influence and supervise each other. Thus, the highly consistent value goal and value behavior can ensure the efficiency of team productivity and group collaboration. the theory of group dynamics basically covers the three main factors of the choice logic of human behavior in modern organizational behavior: need, motivation and behavior. the existence of a group provides a kind of "force field" for individual behavior choice, which is a "power field" from the perspective of positive motivation and a "pressure field" from the perspective of negative motivation. In the name of "group", people endow legitimate behaviors with values such as "morality" and "responsibility" to provide protection and support to corresponding actors. At the same time, they measure the needs and motivations of individual members and judge the legitimacy of their behaviors based on the consensus goals and wills of the group. Under the action of group incentive mechanism, team cohesion, internal cohesion and structural stability are significantly enhanced, thus ensuring team effectiveness.

### **2.1 Standardize the Implementation of Criminal Recovery and Restitution**

Referring to the protection measures for the rights and interests of victims in other countries, national compensation can also be a measure to relieve the losses of victims. Although the state has formulated a unique national compensation system, such as the promulgation of the federal crime victims act, which has detailed provisions on the litigation rights and economic compensation rights of criminal victims, which fully reflects the state's concept of protection and compensation for criminal victims. Another example is the law on the assistance of crime victims formulated by South Korea, which protects the rights and interests of victims and stipulates that victims and their wills who have suffered damage to their lives and physical health due to the crime of others have the right to receive compensation from relevant countries. However, at present, China has no relevant regulations on this provision. Because in the incidental settlement of rights and interests disputes in criminal proceedings, it is impossible to make up for the victims completely. Some judicial resources have been consumed in the criminal procedure, and some civil disputes have been handled. If there are no other disputes, the system of victim's right to compensation in China can be established. For special victims, the compensation system can fully solve the compensation problems that cannot be solved in criminal cases.

### **2.2 Detailed Rules of Civil Procedure**

At present, the civil procedure can not effectively solve the content of victims' rights and interests relief, so the two procedures should include an effective connection mechanism to avoid the obstruction of victims' civil rights and interests by criminal procedure. In some specific cross criminal cases, we should give civil victims the right to sue, so as to make up for some losses. In the simple criminal procedure, it is impossible to properly deal with the relief of the rights and interests of the victim. When the criminal judgment cannot relieve the victim, it is necessary to give the victim the possibility of another civil action.

Because there is no exact provision in the current law, how to practice the relief way of bringing a lawsuit should be deeply studied. In practice, the judiciary should clearly specify the litigation contents separately proposed by relevant cases, such as the scope of accepting cases and acceptance, so as to avoid the problem of repeated litigation. In practice, the effect of the separate proceedings is equivalent to that of the criminal proceedings, and has a certain degree of independence. Therefore, in the detailed provisions, the possibility of victims' realizing civil rights and interests through secondary relief is also the key guarantee to maintain the independence of civil proceedings. By refining the rules of civil procedure, we can effectively make the relationship between civil and criminal more reasonable and ensure the complementarity of civil and criminal procedures.

### 2.3 Strengthening the Role of Inspection and Supervision

For the problem of poor civil and criminal procedure, its essence can not be separated from the research on the relationship between public security, procuratorial organs and law, nor from the relationship between criminal trial and civil trial. In handling cross cases, the investigation and filing of cases may involve the relationship between the court and the public security organ, and also the relationship between the courts during the trial and execution. In this case, as the intermediary of interests, the procuratorate can give full play to its supervision function and ensure the fairness of civil criminal cross cases.

In the trial of the whole case, we should give full play to the two supervision functions of the procuratorate. When there is a conflict between criminal and civil procedures, such as the unprovoked termination of civil proceedings and the malicious termination of criminal procedures, which damages the rights and interests of victims, the procuratorate should give full play to the role of procuratorial supervision, issue suggestions and make corrections. On the other hand, the procuratorate should give play to the function of procuratorial supervision in the procedure of civil litigation. If the civil dispute judgment takes effect and the relevant cases and criminal proceedings are considered to be crimes, it has become a normal practice to apply for supervision. The procuratorial organ should fully review the influence and relevance of civil and criminal cases to decide whether to start procuratorial supervision. The supervision function of the procuratorate for the poor handling of criminal cases and the inspection and supervision function for civil proceedings constitute all the functions of the procuratorate in the civil-criminal cross cases. At the same time, during the handling of civil-criminal cross cases, we should strengthen the supervision and procuratorial functions of cross case procedures and entities, so as to realize the fairness and effectiveness of civil-criminal cross cases, ensure the fairness of civil-criminal cross cases, and fully protect the civil rights and interests of victims.

## 3. DEFINITION OF SOCIAL CAPITAL

Bourdieu was the first to give a complete definition of social capital. ", he thought, social capital is an aggregate of the actual or potential resources, those resources is with possession of a persistent network inseparable, this network is familiar, all is accepted, and it is a kind of institutionalized relationship network, or in other words, the network is associated with a group of membership, It supports each member in terms of collectively owned capital, providing 'credentials' that earn them prestige, which can be interpreted in a variety of ways. These relationships may exist only in a physical state, in material and/or symbolic exchanges that help sustain them. " [2] From this definition, we can obviously feel the significance of group dynamics theory to the construction of social capital theory.

Coleman and Putnam, as the first scholars who devoted themselves to the study of social capital, also defined social capital from different angles. Coleman focuses on defining social capital from a functional perspective. In his view, social capital "is not a single entity, but different entities with various forms. They have two common characteristics: they are composed of various elements that constitute the social structure; They facilitate the movement of individuals within structures. Like other forms of capital, social capital is productive.. Unlike other forms of capital, social capital exists in the structure of human relationships. " [3] Putnam advocates concretizing abstract social capital to better identify the internal structure and measure the function and value of social capital. "Social capital refers to the characteristics of social organization, such as trust, norms, and networks, that can improve the efficiency of society by promoting cooperative behavior.. Voluntary cooperation is more likely to emerge in a community that inherits substantial social capital, including mutually beneficial norms and networks of civic engagement. " [4] Putnam was one of the first scholars to introduce the concept from sociology to other disciplines in the field of social capital. His research boosted the field transformation of social capital practice function. With the publication of Putnam's *Bowling Alone*, *Making Democracy Work*, and *Democracies in Flux*, the status of social capital as a tool of analysis and interpretation in social science research has been further consolidated, and gradually formed a unique paradigm of analysis and interpretation of social problems.

### 3.1 Limitations in Application Standards

Operators engaging in concentrated mergers and acquisitions need to first declare in accordance with legal regulations, which not only helps law enforcement departments to timely grasp the situation of enterprise concentration, but also effectively prevent illegal concentration of operators. According to the current laws and regulations in China, concentration of operators is declared based on the turnover of enterprises. The "Regulations

on the Declaration Standards for Concentration of Operators" applies to all concentration of operators in the market field, while the "Anti Monopoly Guidelines in the Platform Economy Field" (hereinafter referred to as the "Guidelines") only applies to the internet field. There are more considerations for concentration behavior in this field, and the prescribed declaration standards are also relatively reasonable. However, due to the unique nature of digital platforms, it is difficult to operate traditional industry based revenue calculation standards in the internet field. Therefore, in specific practice, the concentration behavior of digital platform operators is often excluded by law enforcement agencies on the grounds of "not being regulated by antitrust laws" due to the lack of clear identification standards. In addition, digital platform operators often do not proactively declare trading situations when engaging in concentration activities, which makes it difficult for law enforcement agencies to effectively determine whether concentration has caused harm to market competition. In the case of Didi's acquisition of Uber, after the merger, Didi will have a market share of 90% in the domestic ride hailing industry. However, Didi did not declare on the grounds that the two entities actually participating in the concentration of operators were not profitable and Uber's revenue in the previous fiscal year did not meet the required reporting standards. According to relevant data, the merger of the two companies will result in almost no replaceable competitors in the ride hailing market, which poses a great risk of excluding and limiting competition [6]. In addition, as a third party, there is currently no unified answer as to whether discounts such as red envelopes or consumption vouchers issued by the platform to merchants and consumers should be deducted when calculating revenue. So using only revenue as the declaration standard cannot cover all mergers and acquisitions on digital platforms.

### **3.2 The Definition of 'Relevant Markets' is Difficult to Apply**

Defining the relevant market is a prerequisite for determining whether a company constitutes a monopoly. The relevant market refers to the range of goods and geographical areas where operators compete for specific goods or services (hereinafter collectively referred to as goods) within a certain period of time. The antitrust law enforcement department determines the impact of concentration of business operators on market competition by defining the relevant market, that is, the changes in anti-competitive factors such as whether the relevant market competition is sufficient and whether prices have risen before and after the occurrence of mergers and acquisitions, thereby determining the dominant power of the enterprise in the relevant market. The analysis of demand substitution and supply substitution in the definition of related markets is an important analytical tool for law enforcement agencies to investigate monopoly cases. For example, China mainly uses the Supposed Monopolist Test (SSNIP) to define related markets based on commodity prices, but this method cannot be applied to the platform economy field characterized by bilateral markets. The reason is that, on the one hand, compared with the traditional unilateral market, the dual (multi) edge market characteristics of digital platforms with cross network externality enable such enterprises to derive one product or multiple products or one market or multiple markets, which brings difficulties to the definition of relevant markets. On the other hand, the platform's free subsidy behavior increases the difficulty of defining relevant markets. This behavior refers to that the platform collects fees from sellers while providing free services or goods to consumers to obtain users and data, and uses the price difference between the two to make profits, such as e-commerce platforms such as Taobao, JD, Tiktok, etc. The SSNIP testing method mainly defines the relevant market based on price, and this approach is not applicable to free products provided by platform enterprises. As some scholars have pointed out, in the field of the Internet, the competition among platform enterprises regarding product quality is greater than the competition for product price, and the SSNIP testing method may be difficult to accurately determine the demand substitutability of products [7]. In addition, there are deficiencies in the consideration of innovation and efficiency in practice. For example, in the Alibaba "two choice" monopoly case, the law enforcement department did not effectively evaluate the actual damage that this behavior may cause.

### **3.3 Incomplete Competitive Effect Analysis Framework**

The framework for analyzing the competitive effects of concentration of operators is the top priority of the concentration control system, and its analysis results will be directly used as the basis for determining whether enterprises are allowed to carry out mergers and acquisitions. Currently, China's Anti Monopoly Law, Guidelines, and other laws and departmental regulations all contain the main factors that anti monopoly law enforcement agencies need to consider when conducting competition analysis. Although there are many elements listed, they lack integrity and logic. The market share of traditional enterprises is often obtained by calculating sales revenue, sales volume, and other data. However, according to the above analysis, most internet companies adopt a "cross

subsidy" free business model, where users can enjoy it without paying any fees [8].

At present, the development of digital platforms is showing a trend of product ecology. With the help of their powerful data resources, they are constantly expanding across borders, involving multiple fields and businesses. This cross market competition behavior leads to the platform having strong control over the market. Based on this, the factors listed in the "Regulations" cannot effectively achieve scientific evaluation of platform market control.

In summary, although the current regulations provide detailed provisions for analyzing the competitive effects of platform operator concentration behavior, there are still many limitations in law enforcement practice.

### **3.4 Insufficient Punishment and Deterrence**

With the development of the digital economy, enterprises will continue to engage in various forms of mergers and acquisitions based on their own development and scale expansion needs, which has led to a continuous increase in the number of concentration of operators, including many concentration of operators that have not been declared in accordance with the law. The reason is that on the one hand, the illegal cost of concentration of operators that have not been declared in accordance with the law is relatively low, and the deterrent effect on operators is small. On the other hand, the current standards cannot cover all concentration of operators. In July 2022, the State Administration of Market Regulation announced 28 cases of concentration of business operators that had not been declared in accordance with the law. Among them, Tencent was involved in 12 fines, while Alibaba was involved in 5 fines. This is also the second time since 2022 that Tencent and Alibaba have been punished for failing to declare and illegally implement concentration of business operators, and the relevant companies involved have been fined 500000 yuan each. According to the relevant provisions of the Anti Monopoly Law, China currently adopts measures to restore the concentration status of illegal business operators who have not been declared in accordance with the law and fines. The former is mostly used for structural relief and has only been applied once in practice [9].

Through sorting out relevant cases, it was found that the ultimate punishment for failure to declare and implement concentration of business operators in accordance with the law is a fine, with a maximum amount of 500000 yuan. In addition, if the investigation reveals that failure to declare concentration of business operators in accordance with the law has not had the effect of excluding or restricting competition, the law enforcement department will also impose administrative penalties based on factors such as the nature, duration, and degree of implementation of the failure to declare in accordance with the law. These penalty decisions have caused controversy in society as soon as they were announced. Although from the perspective of strict law enforcement, imposing an administrative penalty of 500000 yuan on relevant enterprises is already the maximum amount stipulated by the current Anti Monopoly Law, compared to the profits and scale of the involved enterprises, the upper limit of the fine is only a drop in the bucket.

When enterprises apply for concentration of operators, they usually compare the costs such as declaration time and required fees with the benefits that can be obtained by direct merger without declaration. Direct merger without declaration often better meets the requirements of enterprise interests. Therefore, imposing a fine of only 500000 yuan on illegal concentration enterprises lacks legal deterrence and cannot achieve the purpose of preventing the occurrence of illegal concentration behavior and establishing a system. The amount of fines for illegal concentration behavior in the current Anti Monopoly Law should be appropriately adjusted to ensure the effective implementation of the concentration system for business operators.

## **4. INTERPRETATION OF THE CONNOTATION OF SOCIAL CAPITAL**

Since Coleman and Putnam, more and more scholars have devoted themselves to the study of social capital. Together, they created a decades-long boom in social capital theory in sociology, politics, economics, management and other fields. But at the same time, it also "introduces confusion about the use and scope of the concept. " [5] Therefore, Potts believes that to accurately understand social capital, three key points must be grasped: the owner of capital (subject scope), the source of capital (consensus basis), and the resource itself (the difference between embedded and functional resources). In order to better identify and make good use of social capital, we need to start from connotation analysis to comb out the key issues in the concept of social capital, and try to restore the original concept.

First, social capital is a productive resource. "Resource" is the essence of social capital, and "productivity" endows social capital with the attribute of "capital". the first member of the capitalist family is "physical capital", which Mr Soto argues is a sign not only of the wealth held by a particular group of people, but also of their ability to accumulate it. Therefore, only resources with proliferative function can be called "capital". In other words, only when social capital operates or is used in a specific field, gives full play to its value and function for the development of owners and other things, and promotes its own accumulation and proliferation, can it be accepted by the capital family. Therefore, the neglect of the practical characteristics of social capital to realize the production function in the movement will lead to the deficiency of the "capital" attribute of social capital, and then settle into a general static resource.

**Table 1: Logistic Regression Results**

Argument		B	S. E.	Wals	d f	Sig.	Exp (B)
Individual characteristics	Gender	.924	.907	8.503	1	.004	2.519
	Profession	-0.368	.561	2.446	1	.118	.692
	Entrepreneurial experience	.684	.705	.688	1	.407	1.982
	Number of part-time jobs	.542	.925	15.990	1	.093	1.719
	Story reading	-1.547	.668	12.586	1	.071	.210
Individual resources	Household income	.387	.617	3.728	1	.084	1.473
	Family savings	.902	1.117	16.837	1	.000	2.465

Secondly, social capital is a relational resource. There is a difference between the existing "resources" as the essence of social capital and the various forms of "resources" that can be mobilized, integrated and allocated in the practice of resource function to be shared by network members. Social capital is essentially a relationship resource, is the multiple actors in the communication practice through the adaptation of the thought and behavior, the behavior value goal, value realization ways, behavior norm and value judgement, and so on to reach consensus, and further in the development of practice accumulation and rich consensus that already exist, and then establish mutual trust, mutual cooperation between each other, mutual specification and a series of relations. It is the existence of this special relationship structure that enables network members to share various forms of resources attached to different actors. If the two resources are confused, it is tantamount to expanding the scope of social capital and confusing the concept of social capital and the function of social capital resources in the sense of resources.

Finally, social capital is the resource carried by social relations. Any form of capital has its specific carrier, for example, the carrier of human capital is human, while the carrier of social capital is the relationship between actors (individual people or organizations). In terms of form, social relations are diverse, some are congenital, such as blood relations; Have a plenty of people in the acquired social activities to establish, such as geopolitical relations (neighborhood relations, countryman relations) and industry relationship (classmate relations, colleague relations). Since social relations are the carrier of social capital, does it mean that a specific form of social relations determines and forever solidifies the social capital it carries? That is to say, does social capital present the order of stratified closeness like social relations in "rural China"? Obviously not. As society changes, people are more willing to believe in such proverbs as "a near neighbor is better than a distant relative" and "a good friend is a close relative". This indicates that we can not ignore the emergence and development of social capital an important condition, that is social communication practice. Communication practice determines the strength of social relations in both time and space dimensions, and also determines the consensus basis on which social capital exists in breadth and depth. Therefore, it is not the form of social relations that affects the stock and quality of social capital, but the structure, content and quality of social relations formed in people's communication practice. Clearly, there is a difference between social relations and social capital.

Two-layer technology is the basic form of layered technology, which plays a positive role in improving work rate and shortening software development cycle [1]. In computer software development, two-layer technology usually plays the role of connecting client and server. By connecting the client directly with the user or other clients, the user can directly access the computer software on the control interface, and use the computer software to obtain the information resources they need. the server is the important foundation of the client, and the client can realize the running of the software only by relying on the server. At the same time, the relationship between the server and the client is close, and both of them need to have perfect functions. the correct operation of computer software can be guaranteed only when the server and client are fully integrated. However, from the actual situation, the two-layer

technology in computer software development also has some shortcomings, with the rapid development and update of network technology, the response of computer load is more and more, but also leads to more and more difficult to meet the needs of the community. In recent years, the two-layer technology industry has been gradually replaced by other layered technologies.

#### **4.1 Colleges and universities need to effectively carry out education and training on entrepreneurship courses, and actively guide college students to establish entrepreneurial awareness.**

The first is to strengthen the training of teachers in entrepreneurship education, so that more teachers can accumulate entrepreneurial experience and carry out example teaching, and to invite entrepreneurs and enterpriser to share their entrepreneurial experience and to stimulate the entrepreneurial will of the students; the second is to do a good job in the entrepreneurial service center, carry out a variety of entrepreneurial practice activities for college students, create a good campus entrepreneurial culture atmosphere, help them accumulate relevant entrepreneurial experience and skills in the activities, and help them improve their entrepreneurial capabilities. Cisco Systems (Cisco) is the world's leading provider of Internet connectivity solutions. In December 1984, Cisco was founded in the US by a faculty couple--Leonard Bosack and Sandy Lerner. The couple designed a "multi-protocol router" network device to integrate incompatible computer LANs on campus to form a unified network. The generation of routers is considered to be the real sign of the networking era. With its continuous development, in 2020, Cisco ranked 15th among Forbes top 100 brands and 211th among the Fortune 500.

#### **4.2 Students need to enhance their sense of innovation and entrepreneurship, and continuously learn to accumulate knowledge and entrepreneurial skills.**

One is based on individual quality, one's own ability, and a good mentality, correctly recognizing one's own conditions, objectively evaluating one's own ability, and shaping the good psychological quality of an entrepreneur; the other is to learn entrepreneurial knowledge, train entrepreneurial skills, and strive to make up for the shortcomings in the five dimensions of entrepreneurial ability to achieve the improvement of entrepreneurial ability. The legal issues related to civil-criminal cross cases have always been the focus of judicial practice and theoretical circles. They mainly involve two departments with different values, and there will be unavoidable conflicts. Civil and criminal cases are more inclined to judicial practice. The protection mechanism for victims should not be limited to theory, but should be fully improved simultaneously. In order to realize the good mechanism of "civil and criminal synchronization", we should constantly improve the relevant detailed rules and mechanisms, realize the standardization of civil procedure, establish the principle of "people before punishment", and correct the doctrine of severe punishment, so as to achieve the balance between protecting private rights and safeguarding public rights, and effectively implement the protection of the victims' rights and interests.

#### **4.3 Optimization and Improvement of the Concentration System for Digital Platform Operators**

With the rapid development of the Internet, internet platforms based on data, algorithms, and technology play an important role in office work, learning, resource allocation, and other aspects. However, some leading internet companies use their monopoly position to implement exclusion and restriction of competitive behavior, posing challenges to the traditional competitive pattern and order. The newly revised Anti Monopoly Law clearly states that encouraging innovation and promoting fair competition policies are the key directions of anti monopoly supervision. It also responds to and improves the problems of the concentration system for digital platform operators, but it still cannot be effectively applied to digital platforms, such as limitations in application standards, incomplete competitive effect analysis framework There is still a lack of clear regulations regarding the difficulty in applying relevant market definitions and insufficient punishment and deterrence. This article will improve China's centralized control system for digital platform operators from four aspects: application standards, competition analysis framework, relevant market definitions, and punishment and deterrence, in order to cope with the complex and ever-changing digital economy.

#### **4.4 The Regulatory Dilemma of Concentration of Operators on Digital Platforms**

Currently, the platform economy is showing a rapid development trend worldwide, which has had a profound impact on the economic and social life of various countries. The platform economy has become an important component of China's national economy, with rapid growth in market subject size, industry scope, industrial structure, and employment. However, different from traditional enterprises, digital platforms belong to the bilateral market, with strong network externalities, lock-in effects, and high data concentration ratio, which lead to

difficulties in the application of the traditional examination path of concentration of business operators and greater challenges for anti-monopoly regulation. Specifically, it mainly manifests in four aspects: application standards, relevant market definitions, competitive effect analysis, and punishment and deterrence.

## 5. CONCLUSION

Social capital is a productive resource embedded in social relations, which is of great value to the analysis and research of many fields of social science. Understanding social capital correctly is the premise of controlling social capital. In the process of concept cognition and practical application, we should accurately grasp the concept connotation, pay attention to its attributes, characteristics and internal structure, and explore its action law, characteristics and functional practice mechanism based on this, so as to avoid the harm brought by the wrong tendency of concept mixing, misuse and extension at will. In terms of school environment, "entrepreneurship education" and "entrepreneurship guidance agency" meet the relevant criteria of the significance test. In addition, its standard regression coefficients are 0.978 and 1.175, and the strength of entrepreneurial ability is closely related to whether or not to participate in entrepreneurship course training. Relevant data show that the entrepreneurial ability of college students who participate in course training is 3.238 times that of those who have not participated in course training, and the possibility of college students who know that the school has entrepreneurship guidance institutions is 2.659 times that of those who do not know. This shows the importance of entrepreneurship guidance institutions and entrepreneurship course training for college students to start a business. Institutions and course training can not only maintain the entrepreneurial passion of college entrepreneurs, but also help them accumulate entrepreneurial knowledge and acquire entrepreneurial skills. To some extent, they enhance the entrepreneurial confidence of college entrepreneurs, and are propitious to achieve the initial entrepreneurial goals.

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