

Postprint: Research on Reading Promotion of Traditional Culture Audiobooks Based on Performance Evaluation

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Abstract

[Purpose/Significance] Against the backdrop of strengthening cultural confidence and promoting cultural prosperity, traditional culture audiobook reading promotion initiatives have proliferated. Timely research on promotion performance evaluation facilitates the identification of key influencing factors, refinement of promotion channels, and advancement of the excellent traditional culture of the Chinese nation. [Method/Process] This study analyzes the necessity of constructing a performance evaluation index system for traditional culture audiobook reading promotion, examines its influencing factors through the Performance Prism model, and employs the Delphi method, grey statistics method, and Analytic Hierarchy Process (AHP) to establish the index system and determine indicator weights. [Results/Conclusion] The study constructs a “Performance Evaluation Index System for Traditional Culture Audiobook Reading” comprising 3 first-level indicators, 12 second-level indicators, and 54 third-level indicators. Based on this system, an empirical analysis is conducted on the traditional culture audiobook reading promotion of Ximalaya FM. Finally, promotion strategies for traditional culture audiobook reading are proposed from the dimensions of content, form, resources, technology, features, and publicity.

Full Text

Preamble

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Research on Traditional Cultural Audiobook Reading Promotion Based on Performance Evaluation

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Abstract: [Purpose/Significance] Against the backdrop of strengthening cultural confidence and promoting cultural prosperity, traditional cultural audiobook reading promotion has emerged continuously. Timely research on promotion performance evaluation helps identify the main influencing factors of traditional cultural audiobook reading promotion, refine promotion channels, and assist in carrying forward the excellent traditional culture of the Chinese nation. [Method/Process] This paper analyzes the necessity of constructing a performance evaluation index system for traditional cultural audiobook reading promotion, dissects its influencing factors based on the performance prism model, and constructs the performance evaluation index system for traditional cultural audiobook reading promotion while determining weights using the Delphi method, grey statistics, and analytic hierarchy process. [Result/Conclusion] The study constructs a “Traditional Cultural Audiobook Reading Performance Evaluation Index System” comprising 3 first-level indicators, 12 second-level indicators, and 54 third-level indicators. Based on this system, an empirical analysis of traditional cultural audiobook reading promotion on Himalaya FM is conducted. Finally, promotion strategies for traditional cultural audiobooks are proposed from dimensions including content, form, resources, technology, characteristics, and publicity.

Keywords: performance evaluation; traditional culture; audiobook; reading promotion

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The report of the 19th National Congress of the Communist Party of China states: “Without a high degree of cultural confidence, without the flourishing of culture, there will be no great rejuvenation of the Chinese nation.” Promoting the excellent traditional culture of the Chinese nation is an important manifestation of cultural confidence. Since the 18th National Congress, General Secretary Xi Jinping has attached great importance to the inheritance and development of excellent traditional Chinese culture, making important instructions on multiple occasions. He pointed out that the excellent traditional Chinese culture created and continued by the Chinese nation over thousands of years of history is the root and soul of the Chinese nation [1]. In recent years, audiobooks have gradually risen due to advantages such as low reading difficulty and effective utilization of users’ fragmented time [2], playing an important role in traditional culture reading promotion and increasingly contributing to promoting excellent traditional Chinese culture and strengthening cultural confidence. Based on this, timely research on the performance evaluation of traditional cultural audiobook reading promotion helps identify the main influencing factors, refine promotion channels, and provide assistance for promoting excellent traditional Chinese culture.

Traditional culture includes ancient prose, poetry, lyrics, songs, fu (rhapsodic

prose), ethnic music, ethnic drama, folk art, traditional Chinese painting, calligraphy, couplets, lantern riddles, shefu (a guessing game), jiuling (drinking games), xiehouyu (two-part allegorical sayings), etc. [3]. Traditional cultural audiobooks refer to digital content of traditional culture in text and picture forms such as classical masterpieces disseminated through audio, generally carried on PCs, smartphones, tablets, e-readers, vehicles, wearable devices, and other platforms.

As shown in Figure 1 [Figure 1: see original paper], the scale of audiobook users in China reached 385 million in 2018 and is expected to reach 562 million in 2020. Audiobook reading has become a new growth point for national reading. Against the backdrop of strengthening cultural confidence and promoting cultural prosperity, and with audiobooks in the ascendant, audiobook enterprises and libraries have utilized their resources to develop many distinctive traditional cultural audiobooks, such as Himalaya FM's "Reading Poems for You" series and Heilongjiang Provincial Library's Chinese Comic Book Digital Reading Pavilion. To better promote traditional cultural audiobooks and improve resource utilization, traditional cultural audiobook reading promotion has emerged continuously: Himalaya FM uses new media marketing to promote its "Guoxue Academy," while Lazy Audio Books employs database marketing to push traditional cultural audiobooks to listeners in a targeted manner, achieving high-efficiency reading promotion.

1. Development Overview of Traditional Cultural Audiobook Reading Promotion

As an emerging type of reading promotion, traditional cultural audiobook reading promotion has quietly risen, working alongside other reading promotion activities to promote nationwide reading. Traditional cultural audiobook reading promotion has become a new growth point for national reading. Against the backdrop of strengthening cultural confidence and promoting cultural prosperity, and with audiobooks in the ascendant, audiobook enterprises and libraries have utilized their resources to develop many distinctive traditional cultural audiobooks, such as Himalaya FM's "Reading Poems for You" series and Heilongjiang Provincial Library's Chinese Comic Book Digital Reading Pavilion. To better promote traditional cultural audiobooks and improve resource utilization, traditional cultural audiobook reading promotion has emerged continuously: Himalaya FM uses new media marketing to promote its "Guoxue Academy," while Lazy Audio Books employs database marketing to push traditional cultural audiobooks to listeners in a targeted manner, achieving high-efficiency reading promotion.

2. Value and Significance of Constructing a Performance Evaluation Index System for Traditional Cultural Audiobook Reading Promotion

2.1. Helps Expand Research Perspectives on Traditional Cultural Audiobook Reading Promotion

Currently, research on traditional cultural audiobook reading promotion is relatively scarce both domestically and internationally, resulting in limited research perspectives that mainly exhibit two characteristics: (1) The research subjects of traditional cultural audiobook reading promotion are mostly limited to libraries, with less attention paid to reading promotion activities of other content service providers; (2) Existing research often starts from problems to propose strategies for traditional cultural audiobook reading promotion, with more qualitative analysis and less quantitative research, lacking studies on constructing performance evaluation index systems for traditional cultural audiobook reading promotion. Given that audiobook enterprises play an important role in traditional cultural audiobook reading promotion, constructing a performance evaluation index system for traditional cultural audiobook reading promotion with both audiobook enterprises and libraries as promotion subjects helps expand research perspectives by including promotion subjects beyond libraries in the evaluation scope, enabling more comprehensive evaluation of traditional cultural audiobook reading promotion activities. It can break the bottleneck of research that only starts from problems, emphasize result orientation, and propose targeted strategies for traditional cultural audiobook reading promotion based on performance evaluation, exploring paths for research in this field.

2.2. Helps Guide Traditional Cultural Audiobook Reading Promotion Activities

The lack of a performance evaluation index system for traditional cultural audiobook reading promotion makes it difficult for promotion subjects to effectively conduct pre-planning, in-process control, and post-analysis of traditional cultural audiobook reading promotion activities. Constructing a corresponding evaluation index system is beneficial for guiding practice. Audiobook enterprises and libraries can use the evaluation index system to consider various stages of traditional cultural audiobook reading promotion activities, scientifically plan activity programs, strictly control activity processes, and scientifically analyze and evaluate activity effectiveness, thereby improving the overall performance of traditional cultural audiobook reading promotion. Domestic and international research on traditional cultural audiobook reading promotion still has problems such as more theoretical analysis and less empirical research, making it difficult to accurately propose countermeasures according to the characteristics of traditional cultural audiobook reading promotion. Constructing a performance evaluation index system for traditional cultural audiobook reading promotion and conducting empirical research to propose strategies for improving perfor-

mance has strong operability and pertinence, which can effectively guide the practice of traditional cultural audiobook reading promotion activities.

3. Analysis of Influencing Factors on Traditional Cultural Audiobook Reading Promotion Performance

3.1. Overview of the Performance Prism Model

The performance prism model (performance prism) is a three-dimensional performance framework model jointly developed by Professor A. Neely of Cranfield University and Andersen Consulting in 2000. It is a relatively mature performance evaluation model that has been widely applied in various fields. This model helps scientifically analyze the influencing factors of an organization's performance in carrying out certain activities, thereby providing assistance for constructing corresponding performance evaluation index systems [5]. The performance prism model uses five aspects of the prism to represent five key elements with inherent causal relationships in organizational performance: stakeholder satisfaction, stakeholder contribution, organizational strategy, business processes, and organizational capabilities [6]. Its basic logic is that organizations committed to long-term success must clearly understand who their main stakeholders are and what their wishes and requirements are—what they hope to obtain from an activity to achieve satisfaction. To meet the requirements of main stakeholders, organizations must provide guarantees in organizational strategy, business processes, and organizational capabilities for carrying out activities, and must also obtain something from their stakeholders to achieve the next improvement in service quality [7]. The specific situation is shown in Figure 2 [Figure 2: see original paper].

The performance prism model can be simplified into the following five specific questions [8]: (1) Stakeholder satisfaction: the wishes and needs of main stakeholders; (2) Stakeholder contribution: what to obtain from stakeholders; (3) Organizational strategy: planning one's own strategy to meet stakeholder needs; (4) Business processes: reasonably setting up processes to effectively implement organizational strategy; (5) Organizational capabilities: what capabilities are needed to operate these processes to achieve organizational goals and meet stakeholder needs.

3.2. Influencing Factors of Traditional Cultural Audiobook Reading Promotion Performance Based on the Performance Prism Model

Traditional cultural audiobook reading promotion subjects represented by audiobook enterprises and libraries are the organizations in the performance prism model. Combined with the reality of traditional cultural audiobook reading promotion, the main stakeholders include traditional cultural audiobook reading promotion objects, librarians, partners, etc.

Traditional cultural audiobook reading promotion performance evaluation dif-

fers from traditional enterprise performance evaluation aimed at profit. It emphasizes the virtual value chain centered on information exchange rather than the physical value chain centered on physical and monetary exchange. That is, traditional cultural audiobook reading promotion performance evaluation pays more attention to information exchange between promotion subjects and objects, where promotion subjects provide traditional cultural audiobook information services and promotion objects feed back information about their benefits, satisfaction, and contributions. In the performance prism model, stakeholders such as employees and partners in traditional enterprises' physical value chain largely exist as beneficiary objects, with the fundamental purpose of obtaining salaries or dividends. In contrast, in the virtual value chain of traditional cultural audiobook reading promotion performance evaluation, main stakeholders such as librarians and partners exist as promotion subjects, being information service providers whose fundamental purpose is to obtain information feedback from traditional cultural audiobook reading promotion objects to better provide services, promote nationwide reading, and carry forward the excellent traditional culture of the Chinese nation.

Based on the analysis of the performance prism model, in traditional cultural audiobook reading promotion performance evaluation, organizational strategy, business processes, and organizational capabilities belong to the promotion subject-side elements, namely promotion strategy, promotion processes, and promotion capabilities. Satisfaction and contribution belong to the promotion object-side elements.

Domestic research on reading promotion evaluation indicators includes some influential studies. As shown in Table 1, scholars such as Wang Sufang et al. [9], Lu Miaomiao et al. [10], and Yin Xiubo [11] believe that participant benefit degree is an indispensable important factor in reading promotion performance evaluation. Wang Sufang et al. [9] and Liu Xiqu et al. [12] emphasize the importance of social impact in reading promotion performance evaluation through social surveys and empirical research, with social impact mainly including activity scale, publicity and promotion, fairness, sustainability, and cultivation of reading atmosphere. These studies have been widely recognized in academia and industry. Therefore, based on the performance prism model and the above research, this paper adds "benefit degree" to the "promotion object" dimension of traditional cultural audiobook reading promotion performance influencing factors, and adds "social impact" as a performance evaluation dimension beyond promotion subjects and promotion objects.

The influencing factors of traditional cultural audiobook reading promotion performance mainly include three aspects: promotion subject, promotion object, and social impact. The promotion subject includes three elements: promotion strategy, promotion processes, and promotion capabilities. Promotion strategy is the macro control of traditional cultural audiobook reading promotion by promotion subjects, promotion processes are the micro grasp of the entire process of reading promotion activities, and promotion capabilities are the support and

guarantee for promotion subjects to carry out traditional cultural audiobook reading promotion. Research on promotion objects starts from benefit degree, satisfaction, and contribution to explore the benefits generated for promotion objects themselves by traditional cultural audiobook reading promotion and the information feedback provided by promotion objects after benefiting. The six dimensions of social impact—activity scale, publicity and promotion, fairness, sustainability, formation of traditional culture fever, and promotion of nationwide reading—are more macro evaluations and comprehensive judgments of the effectiveness of activities themselves and their benefits to society, as shown in Figure 3 [Figure 3: see original paper].

4. Design of Traditional Cultural Audiobook Reading Promotion Performance Evaluation Index System

4.1. Traditional Cultural Audiobook Reading Promotion Performance Evaluation Index System

Based on the performance prism model and relevant literature, through logical deduction and inductive reasoning, an initial evaluation index set was determined, containing 3 first-level indicators, 12 second-level indicators, and 73 third-level indicators. The selection of the evaluation index set follows the principles of scientificity, feasibility, and comprehensiveness [13]: the evaluation index system should objectively reflect the performance level of traditional cultural audiobook reading promotion and comprehensively reflect various influencing factors; the selected evaluation index data should be easily obtainable with strong operability and applicability; the evaluation indicators should strive to be comprehensive, covering all influencing factors of traditional cultural audiobook reading promotion performance, with appropriate proportions of qualitative and quantitative indicators.

The Delphi method (expert survey method) was used for questionnaire surveys to score the importance and accessibility of indicators. Survey subjects covered different industries and fields including audiobook enterprises, libraries, publishing houses, and universities. Additionally, traditional cultural audiobook reading promotion objects were also surveyed as an important reference basis for indicator selection. The importance degree in the questionnaire used a five-point Likert scale, where 1-5 represent “very unimportant,” “unimportant,” “general,” “important,” and “very important,” respectively. Accessibility was divided into two levels: “easily obtainable” and “not easily obtainable,” where 1 represents “easily obtainable” and 0 represents “not easily obtainable.” The end of the questionnaire included “indicators that need to be supplemented.” A total of 50 questionnaires were distributed to experts, with 44 valid questionnaires returned. A total of 122 questionnaires were distributed to promotion objects who had participated in traditional cultural audiobook reading promotion, with 101 valid questionnaires returned.

By constructing grey class whitening functions, the importance degree of initial

evaluation indicators was summarized and counted [14]. The statistical grey classes were divided into three levels: low, medium, and high, constructing the whitening functions of each statistical grey class as shown in Figure 4 [Figure 4: see original paper].

Let $f_K(i_j)$ be the whitening function value of the importance degree i of the j th indicator, where K refers to the number of grey classes (levels), i.e., $K = 1, 2, 3$; d_{ij} refers to the score value of the importance degree i of the j th indicator; $j = 1, 2, \dots, 73$, $i = 1, 2, 3, 4, 5$.

When $K = 1$, the grey class level is “low,” and the whitening function $f_1(i_j)$ for the importance degree of traditional cultural audiobook reading promotion performance evaluation indicators is:

$$f_1(i_j) = \begin{cases} 1, & d_{ij} \leq 1 \\ \frac{3-d_{ij}}{2}, & 1 < d_{ij} < 3 \\ 0, & d_{ij} \geq 3 \end{cases} \quad (1)$$

When $K = 2$, the grey class level is “medium,” and the whitening function $f_2(i_j)$ is:

$$f_2(i_j) = \begin{cases} \frac{d_{ij}-1}{2}, & 1 < d_{ij} < 3 \\ 1, & d_{ij} = 3 \\ \frac{5-d_{ij}}{2}, & 3 < d_{ij} < 5 \\ 0, & d_{ij} \leq 1 \text{ or } d_{ij} \geq 5 \end{cases} \quad (2)$$

When $K = 3$, the grey class level is “high,” and the whitening function $f_3(i_j)$ is:

$$f_3(i_j) = \begin{cases} 0, & d_{ij} \leq 3 \\ \frac{d_{ij}-3}{2}, & 3 < d_{ij} < 5 \\ 1, & d_{ij} \geq 5 \end{cases} \quad (3)$$

Let $\eta_K(j)$ be the decision coefficient (i.e., grey statistics) of the j th indicator belonging to the K th grey class, $n(i_j)$ be the number of experts evaluating the importance degree of the j th indicator as i , and $f_K(i_j)$ be the whitening function value of the importance degree i of the j th indicator. Then:

$$\eta_K(j) = \sum n(i_j) f_K(i_j) \quad (4)$$

After sorting out the 44 expert questionnaires and 101 promotion object questionnaires (the 101 promotion object questionnaires were counted with a weight of 10% in the expert questionnaires as an important reference basis), formulas (1), (2), and (3) were used to calculate the scores of survey subjects on the importance degree of each initial evaluation indicator. Through formula (4), the grey class decision coefficients of the importance degree of the 73 initial indicators for traditional cultural audiobook reading promotion performance evaluation were

finally obtained, yielding the grey decision vectors $\{\eta_{\text{low}}, \eta_{\text{medium}}, \eta_{\text{high}}\}$ for each initial evaluation indicator's importance degree to judge the importance degree of each initial evaluation indicator.

Grey statistics method was used for indicator screening, removing initial evaluation indicators with weak importance degree. Based on survey subject feedback, a few third-level indicators were appropriately supplemented, and the expression of some indicators was adjusted. Meanwhile, indicators with accessibility frequency statistics below 50% (promotion object questionnaires were counted with a weight of 10% in expert questionnaires) were removed. Finally, the "Traditional Cultural Audiobook Reading Performance Evaluation Index System" was determined, containing 3 first-level indicators, 12 second-level indicators, and 54 third-level indicators, as shown in Table 2 .

4.2. Weights of Traditional Cultural Audiobook Reading Promotion Performance Evaluation Indicators

The analytic hierarchy process was used to weight the traditional cultural audiobook reading performance evaluation index system. The traditional cultural audiobook reading performance evaluation index system is divided into three decision levels. To determine the influence degree of indicators at each level on the upper-level indicators, it is first necessary to judge the relative importance of each indicator to the upper-level indicators, construct a comparison judgment matrix, and design a "Relative Importance Survey Questionnaire for Traditional Cultural Audiobook Reading Performance Evaluation Indicators" composed of relative importance evaluation forms for first-level, second-level, and third-level indicators. When selecting experts, factors such as industry, age, gender, working years, education, and region were considered to ensure comprehensive and objective weighting. Through mail and email, 30 questionnaires were distributed, and 27 valid questionnaires were returned.

The returned valid questionnaires were sorted out, and the "group decision-making" function of yaahp software was used to input the scale values of experts on the importance degree of judgment matrix indicators, calculate the result assembly, conduct consistency tests, assign corresponding weights to each expert according to their authority, and determine the weights of traditional cultural audiobook reading promotion performance evaluation indicators using arithmetic averaging. See Table 2.

5. Empirical Analysis of Traditional Cultural Audiobook Reading Promotion Based on Performance Evaluation

5.1. Sample Selection and Data Acquisition

The key to research sample selection is its representativeness and data accessibility [15]. In terms of representativeness, the research sample must have a certain user scale and certain popularity in traditional cultural audiobook reading pro-

motion, having carried out relatively rich traditional cultural audiobook reading promotion activities and achieved corresponding results, with its traditional cultural audiobook reading promotion activities having formed considerable social influence. In terms of data accessibility, the research sample should be able to obtain more data from public channels. Based on these principles, Himalaya FM, which has over 70 million monthly active users [4], has certain influence in traditional cultural audiobook reading promotion, and has abundant publicly available data, was finally selected as the empirical research sample.

Indicator information was mainly obtained from four channels: (1) Public materials: Himalaya FM official website information, news reports, industry reports, etc.; (2) Internal materials: internal retained materials of Himalaya FM; (3) Internal research: interviews or questionnaire surveys with Himalaya FM senior executives and employees engaged in traditional cultural audiobook reading promotion; (4) External research: questionnaire surveys with experts in the field of traditional cultural audiobook reading promotion and promotion objects. Public materials and internal materials were mainly used for obtaining quantitative indicator information, while internal research and external research were mainly used for obtaining qualitative indicator information.

When obtaining statistical data, data screening and elimination were first conducted, with the statistical scope limited to traditional cultural audiobook reading promotion. The selected data for Himalaya FM as the research sample were specifically for the “Guoxue Academy” section specially opened for traditional cultural audiobooks and other sections closely related to ancient prose, poetry, lyrics, songs, fu, ethnic music, ethnic drama, folk art, traditional Chinese painting, calligraphy, couplets, lantern riddles, shefu, jiuling, xiehoyu, etc., such as the “Traditional Opera” section and “Ancient Poetry” section. During internal and external research, interview and questionnaire questions were also only targeted at relevant sections of Himalaya FM’s traditional cultural audiobook reading promotion.

5.2. Performance Evaluation of Himalaya FM’s Traditional Cultural Audiobook Reading Promotion

The performance evaluation of Himalaya FM’s traditional cultural audiobook reading promotion was conducted by survey subjects scoring each third-level indicator based on the actual situation of Himalaya FM’s traditional cultural audiobook reading promotion. Third-level indicators are divided into quantitative and qualitative attributes. For quantitative indicators, a graded scoring method was used for evaluation. For example, after carrying out traditional cultural audiobook reading promotion activities, if the “traditional cultural audiobook downloads” increased by 20% or more, it was scored 100 points; 10%-20% (excluding 20%) was scored 80 points; 0%-10% (excluding 10%) was scored 60 points; and a decrease in downloads received no points. For qualitative indicators, scoring was conducted on a 100-point scale according to actual conditions, and the final score of the third-level indicator was obtained by arithmetic aver-

aging.

Finally, the total score of traditional cultural audiobook reading promotion performance should be:

$$\text{Total Score} = \sum g_i \times a_i \quad (5)$$

where g_i is the weight of each third-level indicator and a_i is the score obtained by each third-level indicator.

Traditional cultural audiobook performance is divided into five levels: excellent, good, medium, poor, and very poor, corresponding to total scores of 90-100, 80-90 (excluding 90), 70-80 (excluding 80), 60-70 (excluding 70), and below 60, respectively, to provide a general judgment of Himalaya FM's traditional cultural audiobook reading promotion performance.

A total of 310 questionnaires were distributed, and 209 valid questionnaires were returned. The final performance evaluation results of Himalaya FM's traditional cultural audiobook reading promotion are shown in Table 3 (due to space limitations, only second-level indicators are listed, with second-level indicator scores being the sum of their third-level indicator scores).

As shown in Table 3, Himalaya FM's traditional cultural audiobook reading promotion performance evaluation has outstanding performance in three dimensions: promotion subject, promotion object, and social impact, with a total score of 94.4377, belonging to the "excellent" level, demonstrating that Himalaya FM has achieved remarkable results in traditional cultural audiobook reading promotion. This is due to Himalaya FM's emphasis on traditional cultural audiobook reading promotion and its platform's strong strength guarantee. Himalaya FM is the platform with the most monthly active users in China's audiobook market, a pioneer and leader in traditional cultural audiobook reading promotion [4]. The evaluation results of Himalaya FM's traditional cultural audiobook reading promotion performance basically match its reputation in the industry, further verifying the rationality of the traditional cultural audiobook reading promotion performance evaluation index system and its weight setting.

6. Traditional Cultural Audiobook Reading Promotion Strategies Based on Performance Evaluation

Based on the traditional cultural audiobook reading promotion performance evaluation index system and its weights, combined with the actual situation of traditional cultural audiobook reading promotion, and according to the empirical analysis of Himalaya FM's traditional cultural audiobook reading promotion performance evaluation, this paper selects dimensions with larger weights in the index system and more prominent performance in empirical evaluation to propose targeted strategies for traditional cultural audiobook reading promotion, hoping to advance the development of traditional cultural audiobook reading promotion.

6.1. Content as the Link, Form as the Bridge, Promoting Vibrant Traditional Cultural Audiobook Reading Promotion

Promotion subjects should make great efforts in both content and form to give strong vitality to traditional cultural audiobook reading promotion. Content emphasizes the quality of traditional cultural audiobooks. To a large extent, digital publishing is still “content is king” [16], and this is even more true for traditional cultural audiobooks that shoulder the important mission of promoting excellent traditional Chinese culture. “Participant satisfaction” directly affects the performance of traditional cultural audiobook reading promotion, and “content” is the most important indicator of “participant satisfaction” and a key factor in the excellent performance evaluation results of Himalaya FM’s traditional cultural audiobook reading promotion in empirical testing. In traditional cultural audiobook reading promotion, promotion subjects need to focus on improving the ideological connotation of audiobooks, excavating the ideological essence of traditional culture, and making innovative interpretations that fit current social values and the spirit of the times. Under the coexistence of multiple models including UGC (user-generated content), PGC (professionally-generated content), and PUGC (professional-user-generated content), the content quality of traditional cultural audiobooks is uneven. When carrying out reading promotion, a systematic content review system should be established to filter and delete unqualified audiobooks, actively promote high-quality traditional cultural audiobooks that conform to socialist core values, attract promotion objects to participate in traditional cultural audiobook reading promotion with high-quality content, and enable them to gain something and improve their traditional cultural literacy. For example, “Jiang Xun’s Detailed Explanation of Dream of Red Mansions” starts from the perspective of humanities and aesthetics, combines personal growth experience, endows classical literature with new value connotations, and makes innovative interpretations that fit current social values and the spirit of the times, attracting numerous listeners [17].

“Form” is also an important influencing factor of “participant satisfaction.” Audiobook reading promotion differs from paper book reading promotion, as its activities are mainly carried out online but can also be conducted offline using library entities. Therefore, promotion subjects can use this characteristic to break through traditional paradigms of reading promotion and carry out rich online and offline traditional cultural audiobook reading promotion activities, such as the online “Reading Classics for Mom” audiobook collection competition and offline “Poetry Reading Pavilion” for promoting traditional cultural audiobooks.

6.2. Resources as the Guarantee, Technology as the Support, Promoting Immersive Traditional Cultural Audiobook Reading Promotion

Promotion subjects should focus on the construction of traditional cultural audiobook resources and technological improvement to make traditional cultural audiobook reading promotion immersive. Resources emphasize the quantity of

traditional cultural audiobooks. Human resources and traditional cultural audiobook resources are the two most important types of resources for traditional cultural audiobook reading promotion. In the empirical evaluation of Himalaya FM, both its human resources and traditional cultural audiobook resources scored close to full marks, laying a solid foundation for its high performance, which also reflects the importance of the resource dimension. Promotion subjects need to introduce and cultivate talents in related fields according to their actual conditions, use talent advantages to drive operational capabilities and technical service capabilities, and improve promotion experience. Promotion subjects should strengthen the integration of audiobook resources, excavate more high-quality traditional cultural audiobooks, reorganize, deeply organize, and reveal them, and effectively integrate or introduce them into their own resource construction. At the same time, they should strengthen the co-construction and sharing of audiobook resources, and carry out in-depth copyright cooperation and school-enterprise co-construction based on the principle of “mutual benefit and voluntariness” [18-19], especially cooperating with established publishing houses such as Zhonghua Book Company, The Commercial Press, and Shanghai Ancient Books Publishing House that have abundant traditional cultural resources to strengthen the development of traditional cultural audiobooks, allowing rigid text to be promoted to listeners through another medium and achieving multi-sensory reception of traditional cultural knowledge.

The development of new technologies and intelligent hardware terminals further promotes traditional cultural audiobook reading promotion that touches people’s hearts and creates immersive experiences. Promotion subjects need to strive to improve their own technical service capabilities or carry out in-depth cooperation with relevant technical service providers, using new technologies and intelligent hardware terminals to improve the performance of traditional cultural audiobook reading promotion. Platforms such as Qingting FM use AI intelligence as the “selling point” of reading promotion, using artificial intelligence anchors to provide traditional cultural audiobooks for listeners, combined with virtual sound effects, to achieve a shocking “sense of presence.” Himalaya FM’s “Mom and Dad Tell Stories” uses new technology to replicate parents’ voices, creating a warm listening scene that immerses children in the ocean of traditional cultural stories. The development of the Internet of Things has spawned a large number of intelligent hardware terminals in different life scenarios [4]. In the audiobook field, Lazy Audio Books cooperates with Baidu to use the artificial intelligence speaker “Xiaodu” as a new communication medium for audiobooks to carry out traditional cultural audiobook reading promotion, expanding listeners’ listening environments. Himalaya has launched the intelligent speaker “Xiaoya Nano” and the child-oriented intelligent speaker “Xiaoya Mini,” enhancing the sense of presence at the listening scene and greatly optimizing users’ experience of listening to traditional cultural audiobooks, thereby improving the performance of traditional cultural audiobook reading promotion.

6.3. Characteristics as the Foundation, Publicity as the Booster, Helping Traditional Cultural Audiobook Reading Promotion Thrive

On the basis of establishing a clear long-term mechanism for traditional cultural audiobook reading promotion and formulating specific traditional cultural audiobook reading promotion plans, carrying out characteristic activities and activity publicity provides an inexhaustible driving force for traditional cultural audiobook reading promotion. In the attention economy era, promotion objects are easily attracted by various colorful activities, and homogeneous traditional cultural audiobook reading promotion activities are difficult to gain favor. Promotion subjects should find differences, form characteristics, follow the reverse barrel theory, focus on the longest plank of the barrel, and differentially promote traditional cultural audiobooks [20]. For example, Shaanxi Provincial Library carried out the “Listening to Shaanxi” traditional cultural audiobook reading promotion by combining characteristic activities such as local folk customs, historical stories, and folk art dialects, achieving good results [21]. In addition, successful traditional cultural audiobook reading promotion activities should be actively built into regular activities to form brands.

Although “activity publicity” is not the most important third-level indicator in “promotion processes,” it has an important impact on “social impact.” Successful activity publicity can effectively expand activity scale, improve activity awareness, and thus enhance the performance of traditional cultural audiobook reading promotion. Promotion subjects should be good at using their own platforms and other new media for publicity, such as Himalaya FM’s use of platform welcome interface, homepage carousel, WeChat public account, and Weibo to publicize traditional cultural audiobook reading promotion, and forming a “butterfly effect” of publicity through forms like “Weibo forwarding and gift drawing,” greatly improving the awareness of traditional cultural audiobook reading promotion activities. The communication form of traditional cultural audiobooks allows visually impaired groups to receive the influence of traditional culture through sound. The online communication-oriented characteristic of audiobook reading promotion allows low-income individuals and rural residents with insufficient reading promotion activities to participate. Audiobook reading promotion pays more attention to “activity fairness” in the social impact dimension than traditional paper publication reading promotion. Therefore, it is necessary to increase publicity efforts for people with disabilities, low-income individuals, and rural residents, expand the participation scale of such groups, improve the fairness of traditional cultural audiobook reading promotion, and enable more people to share the benefits of cultural prosperity more equitably.

Traditional cultural audiobook reading promotion performance is closely related to promotion subjects, promotion objects, and social impact. Against the backdrop of audiobooks playing an increasingly important role in promoting excellent traditional Chinese culture and strengthening cultural confidence to promote cultural prosperity, constructing a scientific and reasonable traditional cultural audiobook reading promotion performance evaluation index system is partic-

ularly important. This research will continue to be improved and revised in subsequent practice to make the evaluation index system more optimized, scientific, and feasible, providing reference for the burgeoning traditional cultural audiobook reading promotion.

The promulgation and implementation of laws and regulations such as the “Public Library Law of the People’s Republic of China,” “Regulations on Promoting Nationwide Reading,” and “Opinions on Implementing the Project of Inheriting and Developing Excellent Traditional Chinese Culture” have provided legal guarantees and policy support for traditional cultural audiobook reading promotion. The rise of “traditional culture fever” from programs such as “Chinese Poetry Conference” and “Classic Chanting and Spreading” has laid an audience foundation for carrying out traditional cultural audiobook reading promotion activities. Promotion subjects should seize this once-in-a-lifetime important opportunity, increase investment in traditional cultural audiobook reading promotion, scientifically and reasonably evaluate reading promotion performance, vigorously promote excellent Chinese traditions, boost cultural prosperity, integrate excellent traditional Chinese culture into the daily life of the people, achieve integration into reason, emotion, and action, create an atmosphere of loving and practicing traditional Chinese culture in the whole society, and ultimately provide spiritual motivation support for realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

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Author Contributions:

Liu Yiming: Topic selection, outline design, research content determination, paper writing and revision;

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Abstract: [Purpose/Significance] Under the background of strengthening cultural self-confidence and promoting cultural prosperity, the promotion of traditional cultural audiobooks has emerged continuously. Timely research on promotion performance evaluation helps identify the main influencing factors of traditional cultural audiobook reading promotion, refine promotion channels, and assist in promoting excellent traditional Chinese culture. [Method/Process] This paper analyzes the necessity of constructing a performance evaluation index system for traditional cultural audiobook reading promotion, analyzes its influencing factors based on the performance prism model, and uses the Delphi method, grey statistics, and analytic hierarchy process to construct the performance evaluation index system and determine the weights. [Result/Conclusion] The paper constructs a “Traditional Cultural Audiobook Reading Performance Evaluation Index System” consisting of 3 first-level indicators, 12 second-level indicators, and 54 third-level indicators. Based on this, an empirical analysis of Himalaya FM’s traditional cultural audiobook reading promotion is conducted. Finally, promotion strategies are proposed from dimensions including content, form, resources, technology, characteristics, and publicity.

Keywords: performance evaluation; traditional culture; audiobook; reading promotion

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.