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An Exploration of Socialized Services of Science Popularization Bases in University Libraries: A Case Study of Xihua Normal University Library (Postprint)

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Abstract

[Purpose/Significance] Addressing the suboptimal effectiveness of socialization services in university libraries in China, this study attempts to identify an effective and sustainable model to promote broad participation of university libraries and better satisfy the cultural needs of the public. [Methods/Process] Taking the library of China West Normal University as a case study, this paper outlines the science popularization base socialization service model from the perspectives of organizational structure, operational model, and social benefits, and analyzes the advantages of this model in establishing constraint mechanisms, resource guarantee and incentive mechanisms, and smooth service channel mechanisms. [Results/Conclusion] Under the principle of voluntariness, university libraries jointly establish science popularization bases with the Provincial Party Committee Propaganda Department and the Provincial Federation of Social Sciences to conduct socialization services. Through multi-party funding, coordinated platform-building, and leveraging the well-established management systems and operational mechanisms of science popularization bases, a long-term mechanism for university library socialization services is constructed. Science popularization base work has been extensively carried out nationwide; university libraries, as important cultural service institutions, are included among the eligible applicants and can readily meet the application requirements. Therefore, the science popularization base socialization service model is a flexible, effective, and operable model with broad participation mechanisms and sustainability, worthy of promotion.

Full Text

Exploration of Socialized Services for Popular Science Bases in University Libraries: A Case Study of China West Normal University Library

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Abstract

[Purpose/Significance] In view of the poor effectiveness of socialized services in Chinese university libraries, this study seeks to identify an effective and sustainable model that promotes broad participation and better satisfies public cultural needs. **[Method/Process]** Taking the Library of China West Normal University as an example, this paper outlines the popular science base socialized service model from three aspects: organizational structure, operational mechanism, and social benefits. It analyzes the model's advantages in constructing constraint mechanisms, resource guarantee and incentive mechanisms, and smooth service channel mechanisms. **[Result/Conclusion]** Under the principle of voluntarism, university libraries jointly establish popular science bases with provincial Party Committee Propaganda Departments and Provincial Social Science Federations to carry out socialized services. Through multi-source funding, coordinated platform building, and borrowing the well-developed management system and operational mechanisms of popular science bases, a long-term mechanism for university library socialized services is constructed. Popular science base work has been widely carried out across China, and university libraries, as important cultural service institutions, are among the eligible applicants and can readily meet the application requirements. Therefore, the popular science base socialized service model is a flexible, effective, and operable approach with broad participation mechanisms and sustainability, making it worthy of promotion.

Keywords: university libraries; socialized service; popular science base; service model

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The socialized service of university libraries refers to all services provided to external personnel, which can be delivered through “welcoming in” or “reaching out” approaches. It holds significant importance for meeting the cultural needs of the public and promoting economic construction and social development. Both internationally and domestically, there is unanimous recognition of the social service responsibilities of university libraries [1-3]. Popular science refers to the dissemination of natural and social science knowledge through methods that are easily understood, accepted, and engaged with by the public, aiming

to improve scientific literacy and humanistic qualities [4].

As carriers of popular science, the work objectives, service targets, activity forms, and content of popular science bases are highly similar to the socialized services of university libraries. This raises the question: Can university libraries effectively conduct socialized services by integrating with popular science bases?

1. Research Status

Overall, the development of socialized services in university libraries has been slow, with limited service scale and monotonous content, resulting in fragmented and ineffective services. The main reasons include: lack of mandatory legal responsibilities, insufficient resources (funding, personnel, equipment), and absence of specialized organizational support. The Capital Library Alliance includes 34 university libraries that announced free opening to the public [14], demonstrating both the awareness and capability of university libraries to serve society. Therefore, current research should focus on resolving issues of responsibility, resources, and organizational support by exploring an effective model with broad participation mechanisms and long-term sustainability to maximize service benefits for public benefit.

1.1 University Library Socialized Service Situation

Since the 21st century, driven by national policy advocacy and public demand, university libraries have strengthened their awareness of social service and taken practical actions [5-7]. Over the years, university libraries have primarily adopted three approaches: opening to the public, library alliances, and cooperation with government or enterprises. However, opening to the public often results in low actual access due to resource constraints and management challenges [8], with significant variation across institutions. In library alliance models, member libraries have unequal capabilities and maintain equal relationships, lacking constraints and supervision, which easily leads to superficial cooperation that fails to materialize [9]. Typical government cooperation examples include Guangzhou University Library [10], while enterprise cooperation examples include Huazhong University of Science and Technology Library [11]. However, these are often short-term collaborations focused on specific matters that dissolve upon completion. Moreover, government and enterprise demands primarily involve intelligence analysis services that require high personnel qualifications, which many librarians cannot meet.

1.2 Popular Science Base Socialized Service Research Status

Popular science education should be integrated into social education, family education, school education, and community education systems [15]. Existing studies [16-18] propose that libraries should promote popular science education through information literacy education, reading promotion, and participation in public cultural service system construction. Further research [19-21] suggests

building popular science bases to better serve society. Scholars unanimously agree on the necessity of university libraries conducting popular science education activities, which constitutes a form of socialized service. Hebei University of Technology Library [22] is an important component of Hebei Provincial Popular Science Activity Center, which was named one of the first national “Popular Science Activity Bases” by the China Association for Science and Technology in December 1999. Guangzhou University of Finance and Economics Library [23] registered the Guangzhou Monetary and Financial Museum, which became one of the first popular science education bases in Guangzhou in January 2008. Additionally, libraries at Chongqing Normal University, Hainan University, Hainan Normal University, Henan Normal University, and Xinjiang Agricultural University have also created popular science bases and conducted socialized service practices. These libraries carry out popular science activities through opening to the public, cooperating with science associations and social science federations, bringing popular science knowledge into communities and grassroots levels. They disseminate knowledge on environmental protection, law, agricultural technology, medical 常识, traffic regulations, and traditional culture, playing important roles in social education and local cultural research, innovation, and inheritance, while receiving government and public recognition.

However, literature on university libraries conducting popular science activities is limited, mostly focusing on conceptual discussions rather than organizational establishment. Few university libraries have considered establishing popular science bases or conducting related practices. Existing studies merely mention the fact that some libraries have established popular science bases and briefly introduce their activities, without comprehensively discussing how to construct and manage such bases. Based on the beneficial exploration of China West Normal University Library, this paper systematically discusses how university libraries can effectively conduct socialized services by integrating with popular science bases, covering organizational structure, operational mechanisms, practices, and effectiveness, to provide reference for other libraries.

2. Socialized Service of Popular Science Base at China West Normal University Library

2.1 Overview of Sichuan Provincial Social Science Popularization Base

Popular science has broad audiences with flexible and diverse content and methods, serving as a driving force for social development. As primary venues for social science popularization, social science popularization bases are carriers for mass, social, and regular popular science activities, playing crucial roles in disseminating social science knowledge and inheriting excellent traditional culture.

2.1.1 Application and Management Measures Sichuan Provincial Social Science Popularization Bases (hereinafter “Popular Science Bases”) are jointly established by the Sichuan Provincial Party Committee Propaganda Depart-

ment and Sichuan Provincial Social Science Federation. Any unit or institution within the province may apply. Applications are reviewed according to the “Sichuan Provincial Social Science Popularization Base Application Process” and “Sichuan Provincial Social Science Popularization Base Application Evaluation Form.” Upon approval, agreements (letters of responsibility) are signed and plaques are awarded, with management following the “Sichuan Provincial Social Science Popularization Base Management Measures.” These Measures specify that the Provincial Party Committee Propaganda Department and Provincial Social Science Federation provide business guidance and daily management, along with certain funding support. The host unit’s competent department should provide matching funds at a certain ratio, with all expenditures executed according to financial policies and regulations. Popular science bases must submit an annual summary and work plan each year, and undergo evaluation every three years through a dynamic management mechanism of survival of the fittest and rolling development. Unqualified bases are ordered to rectify within one year; those still failing to meet requirements are disqualified. Evaluation uses the “Sichuan Provincial Social Science Popularization Base Evaluation Scoring Form” (hereinafter “Evaluation Form”) to rate bases as excellent, good, qualified, or unqualified, with rewards given to excellent performers. The Evaluation Form examines five dimensions: organizational leadership, infrastructure construction, management systems, popular science activities, and social benefits, with specific items and scores under each dimension. Popular science activities carry the highest score, requiring both planned and self-innovated activities. Quantitatively, at least six popular science activities of certain scale and influence must be held annually, with one additional point for every ten activities beyond the minimum. Deployed activities such as “Three Rurals,” March Popular Science Month, May Science and Technology Week, September Popular Science Day, and training sessions organized by the Propaganda Department and Social Science Federation are mandatory, with three points deducted for each absence [24].

Sichuan Province has established a complete management mechanism for popular science bases covering application, daily management, and evaluation, with comprehensive, clear, and detailed requirements on funding sources and expenditures, facility utilization, personnel division, work planning, organizational systems, and activity implementation, making it highly operable. The Provincial Party Committee Propaganda Department and Social Science Federation play supervisory, managerial, and guiding roles. Each evaluation involves promotion and demotion, rewards and penalties. The Evaluation Form shows that government-deployed activities carry significant weight, facilitating top-level design and implementation of public cultural services.

2.1.2 Establishment of Sichuan Provincial Social Science Popularization Bases Since 2010, Sichuan Province has approved seven batches totaling 84 popular science bases [25], with generally good performance. Applicants are primarily universities, museums, public libraries, memorial halls, art galleries,

local governments, grassroots social science federations, and local associations. Among them, universities have applied for 36 bases (43% of the total), but only one is specifically named after a university library—the remaining 35 are named after faculties or entire universities. The North Sichuan Historical Culture Popularization Base applied for by China West Normal University Library is this sole library-named base.

2.2 Creation of the Popular Science Base

In 2013, China West Normal University Library (hereinafter “CWNU Library”) successfully applied for the North Sichuan Historical Culture Popularization Base (hereinafter “North Sichuan Popular Science Base”), with the primary mission of deeply inheriting, promoting, and disseminating North Sichuan historical culture through various social popularization activities to serve local economic and cultural development. The application process is shown in Figure 1 [Figure 1: see original paper]. CWNU Library first prepared according to the categories in the Application Scoring Form, completed the application form (which required the library’s signature and seal), submitted it to the university’s social science federation (undertaken by the research office) for review and signature, then to the Provincial Social Science Federation for preliminary review. The Provincial Social Science Federation then organized site visits and expert review meetings. Upon approval, an agreement (letter of responsibility) was signed and the plaque was awarded. This strict review system provided CWNU Library’s socialized service work with a specialized, standardized organizational structure and work system, secured support for funding, venues, facilities, and personnel, and established rights and obligations. In terms of funding, the Provincial Social Science Federation allocates 50,000 yuan annually, while China West Normal University provides matching funds of 100,000 yuan annually. Additional funding is sometimes provided for extra activities assigned by provincial or municipal social science federations. All funds are managed under a separate account by the university’s finance department.

CWNU Library appointed a deputy director as base director. This director holds a professorship, has a background in literature and journalism, possesses rich cultural knowledge, loves cultural undertakings, and has strong social communication skills. The North Sichuan Popular Science Base has seven full-time staff members, 15 part-time staff members, 93 on-campus expert consultants, 32 off-campus expert consultants, and maintains over 100 university student volunteers annually. It has also established eight management and assessment systems. The base operates with one leadership team and four departments. Four staff members from the library’s literature retrieval teaching and research office manage these four departments and conduct thematic, batch-based business training for student volunteers. The library has incorporated popular science work into the department responsibilities of the literature retrieval teaching and research office and included it in the unit’s assessment and evaluation scope.

2.3 Operation Model

The popular science base operates under a project management model, as shown in Figure 2 [Figure 2: see original paper]. The library first discusses and determines activity themes through team meetings, designs activity plans, submits them to the Provincial Social Science Federation for approval, and then implements them. After completion, written summaries and briefs are submitted to the Provincial Social Science Federation for review. The Federation then conducts investigations and, based on annual performance, conducts year-end evaluations and commendations.

2.4 Practice and Effectiveness

Since 2015, CWNU Library has transformed itself into a social science popularization venue, opening free to external readers who can enter by presenting their ID cards. Over the past five years, the library has successfully completed tasks assigned by the Provincial Party Committee Propaganda Department and Provincial Social Science Federation, as well as temporary assignments. Additionally, CWNU Library has undertaken the “Chinese Bridge” project for the municipal social science federation through directed commissioning, receiving an additional annual allocation of 80,000 yuan. The library has now accumulated considerable experience in socialized services, developing a series of 精品 activities including “Spring Festival Three Rurals,” “Five Entries,” Book Culture Festival, Tianfu Humanities Forum, “Nanchong People Talk About Nanchong” TV lectures, “FM100.4” radio social science propaganda program, “People’s Lecture Hall,” “Science and Reading—Weekend Classes and Summer Camps,” knowledge competitions, and “Chinese Bridge.” The implementation of these 精品 activity series is detailed in Table 1 .

Activity themes cover politics, economy, law, education, science and technology, and culture. Activity formats include expert lectures, interactive Q&A consultations, training sessions, poster exhibitions, multimedia presentations, quiz competitions, distribution of knowledge manuals, hands-on experiences, and cultural performances. Activity venues span communities, military units, rural areas, parks, enterprises, schools, prisons, and welfare institutions, allowing the public to access services through reading, listening, viewing, and participation.

Driven by the North Sichuan Popular Science Base, CWNU Library’s socialized services employ both “welcoming in” and “reaching out” approaches, not only opening free to the public but also deeply entering communities, schools, enterprises, and other social sectors to provide large amounts of social and natural science knowledge closely related to people’s lives. The “Three Rurals” and “Five Entries” programs primarily hire on- and off-campus experts to give lectures based on audience needs, with volunteers assisting in Q&A, public knowledge quizzes, and supplementary displays through posters, exhibition boards, videos, and audio, along with distribution of self-compiled knowledge manuals to ensure effective dissemination of scientific and cultural knowledge. Themes have

included “Core Socialist Values,” “Targeted Poverty Alleviation—Gratitude Education,” “Green and Low-Carbon Living,” “Traditional Chinese Virtues,” and “Chinese Dream,” promoting scientific knowledge and Party policies while inspiring public trust and love for the Party and country and improving cultural quality.

The annual Book Culture Festival series held in April-May includes activities such as “A Word from the Wise,” “Reading Sharing Sessions,” “Guidance from Famous Teachers,” and “Dialect Drama, Classic Emotions,” which invite university professors or social experts to teach literary appreciation and reading guidance, with participants performing literary works in local dialects to promote reading and comprehension, vigorously advancing nationwide reading initiatives. In the “Nanchong People Talk About Nanchong” series, base experts have lectured on topics including Qing Dynasty Nanbu County government archives, the Red Army in Nanchong, Yilong Hakka culture, Nanchong silk industry, and explorations of Nanchong township place names. The “FM100.4” radio program has covered Nanchong dialects, intangible cultural heritage, and festival folklore.

The “Science and Reading—Weekend Classes” for youth invite professionals in robotics research to form volunteer coaching teams for robot demonstrations and explanations, with sessions almost always filled to capacity. Food experience tours take participants to North Sichuan jelly production workshops for hands-on jelly-making experiences, enthusiastically welcomed by citizens while popularizing excellent traditional Chinese culture and enhancing awareness of local cultural preservation. Knowledge competitions expand university students’ knowledge scope and promote reading initiatives. The “People’s Lecture Hall” offers rich activities including summer safety education for left-behind children, college entrance exam consultation and family education themes for parents, and policy interpretation of community home-based elderly care and intergenerational education and communication for seniors. These activities address current social needs with flexible themes and formats, delivering scientific knowledge on policy, economy, law, education, science and technology, and culture to the general public.

The “Chinese Bridge” series has attracted hundreds of international students from countries including India, Bangladesh, Pakistan, Laos, Tanzania, and Uganda, who experience Chinese culture through food, calligraphy, painting, chess, traditional clothing, and etiquette while sharing their own countries’ traditional festivals with Chinese students. This cultivates more “China-understanding and China-friendly” international individuals, enhances exchanges and friendships between Chinese and international students, and practices the concept of “building a community with a shared future for mankind.”

CWNU Library’s popular science base socialized services have positively impacted rural revitalization, scientific production, and healthy living, playing important roles in balancing regional and group disparities and addressing weak-

nesses. The library's socialized service work has received social affirmation, reported by dozens of media outlets including "Nanchong Social Science Federation," "Social Science Online," and "Nanchong Daily," with the "Chinese Bridge" series covered multiple times by foreign media. CWNU Library was awarded the National Advanced Unit for Social Science Organizations in 2016, with one individual receiving the National Advanced Worker for Popular Science Work, and its experience was promoted through official documents issued by the municipal social science federation.

3. Advantages Analysis of Popular Science Base Socialized Service

While many university libraries still debate whether to open to the public, CWNU Library has already delivered substantial high-quality cultural services through the popular science base window, with thriving socialized service work. The success primarily lies in the ingenious construction of this standardized and institutionalized organizational system, along with effective implementation strategies.

The joint construction of the popular science base by CWNU Library with the Provincial Party Committee Propaganda Department and Provincial Social Science Federation has transformed the traditional closed structure, as shown in the external organizational structure in Figure 3 [Figure 3: see original paper]. The popular science base serves as a connector, vertically linking with the Provincial Party Committee Propaganda Department and Provincial Social Science Federation and horizontally connecting with the municipal social science federation, breaking down campus walls and institutional barriers to extend university library services into society. This organizational structure solves fundamental problems in university library socialized services, ensuring effective and long-term implementation.

3.1 Constructing Constraint Mechanisms

Legally binding agreements require university libraries to comply with the "Sichuan Provincial Science and Technology Popularization Regulations" and "Management Measures," submitting to direct management by the Provincial Party Committee Propaganda Department and Provincial Social Science Federation. According to the Management Measures, popular science bases must establish their own rules, regulations, and long-term work plans, assigning socialized service responsibilities to departments and individuals. The "Application Evaluation Form" and "Evaluation Form" provide specific quantitative indicators, serving as supporting measures and guidance schemes. This gives university library socialized services clear and mandatory legal responsibilities and work norms. Since service capabilities vary significantly across university libraries and uniform legislation is inappropriate, the popular science base socialized service model voluntarily incorporates university libraries into

socialized service ranks, using popular science base regulations to standardize them, transforming soft encouragement into rigid, mandatory responsibilities, and converting randomness into standardization. This model is both flexible and normative, cleverly resolving responsibility issues.

3.2 Constructing Resource Guarantee and Incentive Mechanisms

Joint funding from the Provincial Party Committee Propaganda Department, Provincial Social Science Federation, municipal social science federation, and university solves funding challenges. The application process requires signatures from the applicant unit and its competent department, indicating commitment to support the popular science base with funding, personnel, and equipment. The establishment of the popular science base organization enables university libraries to formally and legitimately obtain support from schools and units for socialized service work. The Provincial Social Science Federation is obligated to provide personnel training and work guidance, ensuring service capability. A sound organization inspires trust and attracts on-campus experts, off-campus experts, and volunteers. Providing labor compensation and commendations for outstanding performers establishes human resource guarantees and incentive mechanisms. This organizational construction secures funding, personnel, and equipment support for university library socialized services.

3.3 Constructing Smooth Service Channel Mechanisms

As state-funded public institutions, university libraries have responsibilities to provide public services [30]. According to the “Popular Science Law,” higher education institutions should organize and support faculty in conducting popular science activities, and faculty should leverage their strengths to actively participate [27]. In university library socialized services, social liaison is important yet cumbersome. For example, when conducting lectures in communities, community cooperation is needed for organizing participants and providing equipment. Communities often find this troublesome and worry about labor and hospitality costs, and institutional barriers frequently lead them to decline, placing university libraries in awkward positions. In reality, services provided by popular science bases belong to the public cultural service category. With coordination from the Propaganda Department and Social Science Federation, intentions are clarified and work requirements and standards explained, smoothing communication channels. Additionally, under the organization of the Propaganda Department and Social Science Federation, university libraries have more opportunities to exchange and cooperate with public libraries, government agencies, and enterprises, establishing connections and communication with government and society. With this specialized organization and strong team strength, university libraries can purposefully, planned, and normatively develop services under national unified planning and independent innovation, broadening service scope, enhancing service intensity, and improving service quality, thereby constructing smooth service channel mechanisms.

Through multi-source funding, coordinated platform building, and borrowing the management system and operational mechanisms of popular science bases, university library socialized service work is revitalized and a long-term mechanism is constructed. Since the creation of popular science bases began in 1999, various types and levels of popular science bases have been widely established across China [26]. Moreover, China has promulgated the “Law of the People’s Republic of China on Science and Technology Popularization” [27] (hereinafter “Popular Science Law”), “National Standards for Popular Science Education Bases (2004 Revision)” [28], and “Implementation Measures for Popular Science Tax Preference Policies” [29], with local governments also issuing supporting measures such as popular science regulations and management measures, establishing a complete management system and operational mechanism. As important cultural service units with rich resources and strong popular science service capabilities, university libraries can readily meet application requirements. Therefore, this approach is flexible, effective, operable, and features broad participation mechanisms and long-term sustainability, making it worthy of promotion.

4. Implementation Strategies for Popular Science Base Socialized Service

University libraries, provincial propaganda departments, and provincial social science federations reach agreements on socialized service matters to jointly build popular science bases. University libraries then, under the support and cultivation of provincial propaganda departments and social science federations, vertically accept task assignments and horizontally participate in regional cooperation, providing services across systems and organizations. The popular science base serves as a window for university library socialized services and a professional team. As a new model, the popular science base socialized service model requires continuous exploration and experience accumulation.

4.1 Establish Service Philosophy and Accurately Position Popular Science Base Socialized Service Content

University library leaders and staff should establish a service philosophy, fulfill popular science obligations, and assume social service responsibilities to give back to society. To provide distinctive and maximally effective services, university libraries must accurately position popular science base socialized service content in advance. The principle is people-centered, aiming to satisfy public scientific and cultural needs. University libraries should analyze local economic conditions, historical culture, and customs to identify weak links and advantageous projects, combined with the library’s own characteristics, to find entry points for popular science base socialized service work. In service delivery, resources should be fully utilized through strong partnerships with multiple parties to create characteristic brand series.

4.2 Emphasize Appointment of Base Director

Like other leaders, the popular science base director must meet multiple qualifications, particularly understanding culture, loving cultural undertakings, and possessing outstanding coordination and communication abilities. With few full-time staff, the base director is often the only actual leader, internally responsible for activity content review, annual and long-term planning, project application, and personnel assessment, while externally responsible for liaising with provincial and municipal government agencies, social organizations, and coordinating internal library work. Therefore, the base director must understand culture to properly guide activities, have passion for cultural undertakings to drive wholehearted social service, and possess coordination and communication abilities to serve as the central hub for external liaison and internal management.

4.3 Fully Utilize University Student Resources

University student volunteers play important roles in popular science base work. Socialized services have broad audiences and large demands that cannot be met by library staff alone. Numerous student volunteers from diverse backgrounds better understand public needs and can provide rich themes and optimized activity plans through collective wisdom. During implementation, student volunteers from various disciplines have strong affinity and abundant energy, enabling them to penetrate communities and provide more accessible and persuasive scientific and cultural services. In popular science base work, library staff serve as internal-external liaisons and overall organizers, while student volunteers handle specific implementation. A comprehensive volunteer management system should be established, including volunteer selection, division of labor, training, assessment, and commendation. Library staff should focus on cultivating student volunteers' social work abilities, creating opportunities for them to apply classroom knowledge in social practice, achieving mutual promotion between learning and teaching. The "Second Classroom Transcript" project should be well managed, with public commendations for outstanding volunteers and academic credits for qualified participants to encourage participation. While utilizing student resources, universities should also cultivate and protect students, nurturing talent for China's popular science education.

4.4 Conduct Rich and Colorful Popular Science Activities

Popular science targets the broad masses with extensive audiences, requiring rich and colorful activities to benefit all groups. "Rich and colorful" has multiple meanings: large quantity, wide thematic coverage, flexible forms and methods, and venues reaching every social corner. Every group should have opportunities to participate, find topics of interest, and conveniently access scientific knowledge through acceptable methods. New technologies and concepts in the new era bring new demands, and public cultural service needs are increasingly complex and diversified. University libraries should boldly innovate, employ

new methods, provide new service content, and adapt to public needs with new approaches.

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Author Contributions

Wei Haixia: Proposed the research topic, determined the research framework, wrote and revised the paper.

Wu Xiaochuan: Collected and organized data, revised the paper.

Abstract in English

[Purpose/significance] In view of the poor socialized service of academic libraries in China, this paper tries to find an effective and long-term model to promote extensive participation and better meet people’s cultural needs. **[Method/process]** Taking the Library of China West Normal University as an example, this paper outlines the model of popular science base socialized service from the aspects of organization construction, operation model and social benefits, and analyzes the advantages of this model in constructing restraint mechanism, resource guarantee mechanism and incentive mechanism, and smooth service channel mechanism. **[Result/conclusion]** Under the principle of voluntariness, academic libraries, the Provincial Party Committee Propaganda Department and the Provincial Social Science Federation jointly build popular science bases to carry out socialized services. Through multi-source funding, coordination platforms, and borrowing the perfect management system and operation mechanism of popular science bases, a long-term mechanism for the socialized service of academic libraries is constructed. The work of popular science bases has been widely carried out throughout the country. As important cultural service units, academic libraries are among the applicants and can easily meet the application conditions. Therefore, the popular science base socialized service model is a flexible, effective, and operable model with broad participation mechanism and sustainability, which is worth promoting.

Keywords: academic libraries; socialized service; popular science base; service model

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

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