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## Empirical Analysis of Factors Influencing Public Libraries' Implementation of Cultural Targeted Poverty Alleviation: Postprint

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### Abstract

[Purpose/Significance] This study investigates the influencing factors of public libraries' implementation of targeted cultural poverty alleviation and explores the magnitude of these factors' effects based on the analysis results, aiming to provide reference for public libraries to effectively carry out targeted cultural poverty alleviation work.

[Method/Process] Based on the literature research method, this study deconstructs the macro and micro factors in the process of public libraries' implementation of targeted cultural poverty alleviation. Subsequently, employing the questionnaire survey method and utilizing SPSS 20.0 for data analysis, the main influencing factors are identified as: targeted cultural poverty alleviation policy, targeted cultural poverty alleviation resources, targeted cultural poverty alleviation related services, targeted cultural poverty alleviation professionals, willingness to participate in targeted cultural poverty alleviation, and targeted cultural poverty alleviation performance evaluation.

[Result/Conclusion] The analysis results quantify the macro and micro influencing factors in the process of public libraries' implementation of targeted cultural poverty alleviation, summarize the weaknesses in policy, resources, services, professionals, and performance evaluation in current public library targeted cultural poverty alleviation work, and propose improvement strategies.

## Full Text

# An Empirical Analysis of Factors Affecting the Development of Cultural Precision Poverty Alleviation in Public Libraries

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## Abstract

**[Purpose/Significance]** This study investigates the factors influencing public libraries' implementation of cultural precision poverty alleviation, aiming to identify the relative importance of these factors and provide guidance for effective cultural precision poverty alleviation work in public libraries. **[Method/Process]** Based on literature review, macro and micro factors in public libraries' cultural precision poverty alleviation processes were deconstructed. A questionnaire survey was then conducted, and SPSS 20.0 was used for data analysis. The main influencing factors include cultural precision poverty alleviation policies, resources, related services, professional personnel, participation willingness, and performance evaluation. **[Result/Conclusion]** The analysis quantifies both macro and micro factors in public libraries' cultural precision poverty alleviation processes, identifies weaknesses in current policies, resources, services, professional development, and performance evaluation, and proposes improvement strategies.

In November 2013, General Secretary Xi Jinping first proposed “precision poverty alleviation,” and in November 2017 further emphasized: “The entire process of ‘who to support, who will support, how to support, and how to exit’ must be precise. In building a moderately prosperous society, no one should be left behind; on the road to common prosperity, no one should be left behind” [1]. The Party Central Committee with Comrade Xi Jinping at its core has paid close attention to precision poverty alleviation, visiting all 14 contiguous impoverished areas [2]. Cultural precision poverty alleviation represents a crucial domain within precision poverty alleviation, requiring parallel progress in spiritual and cultural development alongside material poverty alleviation. As contemporary society increasingly emphasizes the development of cultural soft power, cultural precision poverty alleviation has gradually become an important component of precision poverty alleviation efforts and an indispensable part of China's public cultural service system [3]. As essential entities within the public cultural service system, public libraries have both the obligation and responsibility to actively promote cultural precision poverty alleviation. This study examines the current status and theoretical research on public libraries' cultural precision poverty alleviation, analyzes the main influencing factors in implementation, develops a corresponding questionnaire, collects and analyzes data, quantifies the degree of influence of various factors, and proposes targeted

measures for public libraries to better conduct cultural precision poverty alleviation.

## 2. Current Status of Cultural Precision Poverty Alleviation in Public Libraries

### 2.1 Defining Cultural Precision Poverty Alleviation

Since the establishment of the National Cultural Poverty Alleviation Committee, Chinese scholars have conducted extensive research and discussion on cultural precision poverty alleviation. Although the theory has gradually matured, no unified definition has yet emerged in academic circles. Xin Qiushui argues that the ultimate goal of cultural poverty alleviation is to improve people's quality [4]; Wu Jianzhong views cultural precision poverty alleviation as an activity that indirectly and adaptively enhances impoverished people's knowledge levels in a targeted manner [5]; Rao Shiquan and Ju Tingying identify five main functions of cultural poverty alleviation: "improving quality," "acquiring labor knowledge and skills," "transforming values," "supporting intelligence and spirit," and "curing ignorance" [6]. In summary, cultural poverty alleviation helps impoverished populations find new paths to prosperity by providing intangible resources such as knowledge, technology, and ideas, thereby improving their cultural levels and ultimately achieving common prosperity. Precision poverty alleviation refers to the entire process of precisely identifying target populations, implementing poverty alleviation projects, and utilizing poverty alleviation funds according to the specific conditions of different impoverished areas [7]. Cultural precision poverty alleviation is the concrete manifestation of precision poverty alleviation in the cultural domain, involving the targeted input of cultural infrastructure, products, and services to impoverished areas based on their specific conditions to improve cultural levels and quality, and promote comprehensive development. As an important component of the public cultural service system, public libraries can draw on humanistic management theory from management studies, emphasizing people's social value [8]. The subjects of public library cultural precision poverty alleviation services are the librarian community, while the objects are ordinary citizens in impoverished areas; therefore, this study examines the specific influencing factors from the perspective of public librarians.

### 2.2 Current Status of Cultural Precision Poverty Alleviation Work

National policy documents demonstrate that cultural precision poverty alleviation has become a high priority for the state and governments at all levels. In December 2015, the Ministry of Culture and six other ministries jointly issued the *Outline for the Construction of Public Cultural Service Systems in Impoverished Areas During the 13th Five-Year Plan Period*, proposing solutions for public cultural construction in impoverished areas [9]. In June 2017, the Ministry of Culture released the *Implementation Plan for Cultural Poverty Alleviation*

*Work During the 13th Five-Year Plan Period*, establishing specific targets for cultural development in impoverished areas by 2020 [10]. In August 2018, the Ministry of Culture and Tourism allocated 2.58 billion yuan in special funds to support cultural poverty alleviation [11].

Experts and scholars hold different views on how to implement cultural precision poverty alleviation. Wu Jianzhong identifies two key focus areas: the important role libraries should play in cultural precision poverty alleviation and the need to improve public information literacy [12]; Chen Jian points out a series of implementation gaps in government public cultural services and proposes strategies to eliminate these gaps in cultural precision poverty alleviation [13]; Hu Minghan notes that cultural precision poverty alleviation work suffers from a relatively single implementing body and lacks collaborative mechanisms [14]. Most existing research is theoretical, with relatively few empirical studies. In terms of research perspective, scholars typically select one or two factors from the many influencing factors for discussion, with few comprehensive studies covering multiple factors. Based on theoretical research, this study constructs a system of factors affecting public libraries' participation in cultural precision poverty alleviation and validates it through empirical analysis, aiming to provide references for public libraries' cultural precision poverty alleviation work.

Influencing Factors of Public Library Participation in Cultural Precision Poverty Alleviation

### 3. Extraction and Construction of Influencing Factors for Public Library Cultural Precision Poverty Alleviation

One of the functions of public libraries is social education, which requires them to provide free knowledge services. Conducting cultural precision poverty alleviation services represents an embodiment of this function, and numerous influencing factors exist in this process. Extracting and analyzing these factors helps public libraries fulfill their social responsibilities more effectively.

#### 3.1 Factor Extraction

Using literature research methods, recent studies were reviewed and summarized to identify factors affecting cultural precision poverty alleviation, as shown in Table 1. Based on existing domestic and international research, factors influencing public library participation in cultural precision poverty alleviation were categorized into six major areas: cultural precision poverty alleviation policies, resources, related services, professional personnel, participation willingness, and performance evaluation. Cultural precision poverty alleviation policies include national, local, and institutional-level policies; resources include digital resources, print resources, and facility equipment; services include conventional and expanded services; professional personnel include basic librarian qualities, knowledge competencies, and skill competencies; participation willingness includes engagement levels; and performance evaluation includes target identifi-

cation, resource matching, and quantitative assessment of poverty alleviation effects.

### 3.2 Factor Validation

Based on the factors in Table 1, a questionnaire was designed using a 7-point Likert scale. The above factors were further broken down into 30 questionnaire items, with scores ranging from 1 to 7 according to the degree of influence. Questionnaire items were designed based on the specific components of each factor. If a component contained single-dimensional content, it corresponded to one questionnaire item; if it contained multi-dimensional content, one factor corresponded to multiple items. For example, the national policy component within cultural precision poverty alleviation policies specifically refers to national policies on cultural precision poverty alleviation, so the questionnaire item asked about the influence score of national-level policies. In contrast, librarian skill competencies within cultural precision poverty alleviation professionals encompass multiple aspects, so two items were designed: information analysis and synthesis ability, and interpersonal communication ability.

The survey was conducted from March 29 to May 7, 2018. A total of 250 questionnaires were distributed, with 238 valid responses, yielding a 95.2% valid response rate. Questionnaires were distributed to public librarians in different regions to understand the general situation of influencing factors. Both online and paper questionnaires were used. Due to geographical constraints, paper questionnaires covered a relatively narrow range, including public libraries in Anhui, Zhejiang, and Hubei provinces. Online questionnaires were not geographically limited, covering public libraries in Anhui, Zhejiang, Hubei, Hunan, Jiangsu, Henan, Guangdong, Shandong, Fujian, Heilongjiang, Beijing, Tianjin, Shanghai, Xinjiang, Ningxia, Inner Mongolia, and Guangxi. Paper and electronic questionnaires were coded and manually entered using Excel, with invalid or incomplete questionnaires eliminated. Basic information about respondents is shown in Table 2.

#### Basic Information of Survey Respondents

Table 2 shows that female librarians comprised the majority of respondents. Age was concentrated in the 21-30 range, indicating a trend toward younger library staff. Professional backgrounds were primarily in humanities and social sciences. Librarians with 1-3 years and over 10 years of experience represented larger proportions, suggesting an infusion of new talent alongside veteran staff. The majority of respondents worked at municipal libraries, followed by provincial (autonomous region) libraries.

Table 3 shows descriptive statistics of observed variables. The mean scores for cultural precision poverty alleviation resources and related services were relatively low, indicating librarians' lower attention to these issues. The cultural precision poverty alleviation policy factor also showed relatively low scores, suggesting librarians perceived deficiencies in policy depth and breadth. The mini-

mean value among the six observed variables was 5.10, with other means above 5 and closer to 5.5, indicating high recognition of the extracted factors. Standard deviation, kurtosis, and skewness values are shown in Table 3.

Using SPSS 20.0 for data processing, Cronbach's Alpha coefficients above 0.9 indicated good reliability for all factors. The minimum KMO value was 0.735 (greater than 0.7), and Bartlett's test of sphericity showed a significance value of 0.000, indicating good structural validity and suitability for factor analysis (see Table 4).

#### Descriptive Statistical Analysis of Observed Variables

#### Reliability and Validity Test of Questionnaire

### 3.3 Model Construction

Factor analysis was performed using SPSS software. After removing items with low factor contributions, 27 valid items remained. Principal component analysis and varimax orthogonal rotation were used to extract factors with eigenvalues greater than 1. Given the large number of questionnaire items, Table 5 only shows partial results of factor extraction. The cumulative variance contribution rate reached 79.688%, indicating the first six components were core factors. With the extracted components' cumulative variance contribution exceeding 75%, the factor extraction results are acceptable and preserve most of the original variables' information.

#### Factor Explanation of Total Variance (Partial)

Table 6 presents the rotated component matrix using Kaiser-normalized orthogonal rotation with principal component extraction. Higher factor loadings indicate less information loss. The table shows that the 27 original variables correspond to six dimensions, with each dimension's variables largely matching the initial classification model. Factor 1 represents "cultural precision poverty alleviation participation willingness," with high loadings for public library work methods. Factor 2 represents "cultural precision poverty alleviation professionals," with high loadings for librarians' information analysis and synthesis abilities. Factor 3 represents "cultural precision poverty alleviation related services," with high loadings for cultural entertainment. Factor 4 represents "cultural precision poverty alleviation resources," with high loadings for public library reading environment. Factor 5 represents "cultural precision poverty alleviation policies," with high loadings for local policies and regulations. Factor 6 represents "cultural precision poverty alleviation performance evaluation," with high loadings for quantitative evaluation.

#### Rotated Component Matrix

## 4. Correlation Analysis Between Cultural Precision Poverty Alleviation Participation Willingness and Other Factors

In public libraries' participation in cultural precision poverty alleviation, the most important factor is whether they have the willingness to exercise subjective initiative in poverty alleviation work. Therefore, this factor was treated as an independent variable to examine its correlation with other factors, providing indirect analysis of influencing factors. Correlation analysis results are shown in Table 7. All factors show positive correlations with cultural precision poverty alleviation participation willingness, indicating positive relationships. Table 7 presents correlation coefficients between each factor and participation willingness, with varying coefficient sizes suggesting different degrees of influence. The correlation coefficient represents the change in the dependent variable corresponding to a one-unit change in each factor.

Correlation Analysis Between Various Factors

### 4.1 Correlation Between Participation Willingness and Professional Personnel

The correlation between cultural precision poverty alleviation professional personnel and participation willingness is strongest, with a correlation coefficient of 0.741. Professional personnel include three aspects: basic librarian qualities, knowledge competencies, and skill competencies. Basic qualities are ranked by factor contribution as physical fitness, proactive service awareness, and ideological-political and moral qualities. Librarians generally consider physical fitness relatively important, requiring high standards for staff physical condition. Proactive service awareness is second, as impoverished area residents rarely visit libraries, requiring professionals to actively promote library activities. Ideological-political and moral qualities are also important, as librarians are knowledge disseminators requiring good ethical standards. Knowledge competencies in this study refer to librarians' subject domain expertise, requiring staff to recommend relevant books and provide guidance to readers in impoverished areas. Skill competencies include information analysis and synthesis abilities and interpersonal communication abilities, both with factor loadings above 0.7, indicating the importance of skill factors in cultural precision poverty alleviation work.

### 4.2 Correlation Between Participation Willingness and Related Services

The correlation between cultural precision poverty alleviation services and participation willingness is also strong, with a correlation coefficient of 0.640, second only to professional personnel. Services include conventional services (book donation, lectures and training, cultural volunteer services) and expanded services (cultural entertainment, cultural innovation). Factor loadings rank as cultural

entertainment, cultural innovation, cultural volunteering, lectures and training, and book donation. Cultural precision poverty alleviation services refer to the combination of various activities conducted by public libraries in this process. The data show that librarians value innovative activities more, believing that innovative forms or methods better attract readers' attention. Although innovative activities scored relatively high, basic activities such as cultural volunteer services, lectures and training, and book donation cannot be neglected.

### **4.3 Correlation Between Participation Willingness and Performance Evaluation**

The correlation between cultural precision poverty alleviation performance evaluation and participation willingness is moderate, with a correlation coefficient of 0.549. This may be because previous poverty alleviation work emphasized inputs and used broad, non-targeted approaches with less attention to performance evaluation. In recent years, the concept of precision poverty alleviation has led more experts to recognize the importance of performance evaluation. In this study, performance evaluation is divided according to the entire process: target identification, resource matching, and quantitative assessment. Ranked by factor loading: quantitative assessment, resource matching, and target identification. Quantitative assessment and resource matching have equal influence, greater than target identification. Quantitative assessment can enhance the effectiveness of cultural precision poverty alleviation work, and precise resource matching highlights the “precision” in cultural poverty alleviation. Both stages build upon target identification, and only through close integration of all three stages can public libraries maximize resource savings and utilization efficiency to meet the overall requirements of precise cultural poverty alleviation.

### **4.4 Correlation Between Participation Willingness and Policies**

The correlation between cultural precision poverty alleviation policies and participation willingness is relatively weak, with a correlation coefficient of 0.534. This factor includes national and local policies/regulations and internal library rules, ranked by factor loading as local, national, and institutional policies. National and local policies show higher loadings than institutional rules, indicating insufficient implementation of national and local policies on cultural precision poverty alleviation. Although public libraries recognize the importance of cultural precision poverty alleviation and have launched related activities, overall implementation effects are not ideal. The *Implementation Plan for Cultural Poverty Alleviation Work During the 13th Five-Year Plan Period* clearly states the basic principles of precision poverty alleviation and proposes a “central coordination, provincial responsibility, and city/county implementation” mechanism [53]. As components of the public cultural service system, public libraries should focus on implementation issues. For example, Anhui Library details its cultural precision poverty alleviation initiatives on its official website, including “Cultural Support for Poverty Alleviation—‘Online Book Fragrance’ Enters

Grassroots Areas” [54]. Table 6 shows that institutional rules have lower factor loadings than national and local policies, indicating that public libraries should strengthen implementation efforts.

#### 4.5 Correlation Between Participation Willingness and Resources

The correlation between cultural precision poverty alleviation resources and participation willingness is weakest, with a correlation coefficient of 0.511. This includes print resources and facility equipment, which encompass reading environment, infrastructure, and integrated library management systems—all basic configurations of public libraries. Since every public library has rich collections and relatively complete facilities, staff gave the lowest scores to this factor’s influence. Factor loadings rank as reading environment, infrastructure, integrated library system, and print literature. Librarians consider reading environment most influential, while print literature quantity has relatively less impact. They believe the library’s reading atmosphere is most important for stimulating readers’ interest in reading and learning, with literature quantity and reading needs being secondary considerations.

### 5. Countermeasures and Suggestions Based on Correlation Analysis

Influencing factors ranked by correlation coefficient with cultural precision poverty alleviation participation willingness are: professional personnel, related services, performance evaluation, policies, and resources. Research shows that when the population is large, a relatively small sample can still reflect general characteristics [55]. Since the librarian workforce is large, this study’s sample, though small, can roughly reflect basic features of public libraries’ cultural precision poverty alleviation. The main influencing factors are shown in Table 6. Public libraries should pay attention to factors with low factor loadings—the weaknesses in their cultural precision poverty alleviation work—to seek more effective and targeted poverty alleviation approaches.

#### 5.1 Systematizing Librarians’ Subject Domain Expertise

Among cultural precision poverty alleviation professional personnel, subject domain expertise shows low factor loading (0.673). Low factor loading indicates that librarians lack accurate understanding of cultural precision poverty alleviation work—they recognize its importance but lack systematic knowledge. The main approach to improving subject expertise is organizing cultural precision poverty alleviation knowledge lectures and activities, which are more direct and concrete than self-reading and can integrate existing knowledge in a short time. Experience-sharing sessions should be added, allowing experienced librarians to share their practices for knowledge exchange. In addition to internal training, public libraries should strengthen assessment of cultural precision poverty alleviation expertise when recruiting new librarians to systematize professional

knowledge in this field.

## **5.2 Increasing Social Promotion of Cultural Precision Poverty Alleviation Services**

Among cultural precision poverty alleviation services, book donation activities show low factor loading (0.641), partly due to insufficient external promotion. Public libraries should expand promotional scope by combining traditional media (radio, television, newspapers) with online media (internet webpages) to maximize promotional effects. Social forces—companies, organizations, and individuals—will increase book donations only after understanding cultural precision poverty alleviation work. Public libraries should emphasize social promotion, cooperating with social forces to expand promotional reach, including crowdfunding book resources for impoverished populations through internet companies.

## **5.3 Emphasizing Target Identification in Cultural Precision Poverty Alleviation**

Among performance evaluation factors, target identification shows low factor loading (0.835). Target identification is the prerequisite for performance evaluation, but complex social environments make it difficult. Public libraries should establish a relatively complete cultural precision poverty alleviation target identification system. Only by clearly defining evaluation targets can further analysis be conducted and weaknesses identified. The identification system can define whether citizens are in impoverished areas based on per capita income and evaluate whether cultural precision poverty alleviation is needed and what forms it should take based on education levels. Areas with relatively high education levels can receive direct cultural resource inputs like books, while areas with low education levels require multi-faceted approaches involving libraries, educational institutions, and governments.

## **5.4 Implementing Internal Cultural Precision Poverty Alleviation Regulations**

Among policy factors, institutional rules and regulations show low factor loading (0.782). As discussed in Section 4, public libraries have fewer internal regulations on cultural precision poverty alleviation compared to national and local policies, due to insufficient implementation of higher-level policies. Although libraries recognize the importance of cultural precision poverty alleviation and have launched activities, overall implementation is not ideal. Librarians should fully recognize the social nature of public libraries, keep pace with the times, and promote the formulation and improvement of internal regulations. Internal rules can cultivate librarians' awareness and enhance their motivation, laying the foundation for high-quality cultural precision poverty alleviation work. Implementation of internal regulations also creates a favorable atmosphere, helping

all staff understand the importance of this work and facilitating further implementation.

### 5.5 Improving Resource Matching Precision in Cultural Precision Poverty Alleviation

Among resource factors, print literature quantity shows low factor loading (0.620). Public libraries' advantage lies in rich print resources, but improper operation can turn this advantage into a disadvantage. For example, without investigating impoverished areas to understand their characteristics and target book resources accordingly, cultural precision poverty alleviation effects will be suboptimal. Public libraries should survey impoverished areas to identify root causes of poverty and provide targeted print resource support for weaknesses rather than indiscriminate resource input. For forestry-based impoverished areas, libraries can distribute books on tree cultivation and pest control; other industry-based areas can use similar approaches. Additionally, books should be updated regularly based on actual conditions, focusing on practical operational guides to ensure impoverished populations learn the latest methods and technologies.

Cultural precision poverty alleviation is an important component of precision poverty alleviation. By surveying implementing bodies (public library staff) and validating the rationality of influencing factor indicators, this study uses empirical analysis to explore the internal composition of influencing factors, identify weaknesses, and provide improvement suggestions based on data analysis to enhance the efficiency of public libraries' participation in cultural precision poverty alleviation.

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## **An Empirical Analysis of the Factors Affecting the Development of Cultural Precision Poverty Alleviation in Public Libraries**

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**Abstract:** [Purpose/significance] This paper probes into the impact factors of carrying out cultural precision poverty alleviation in public libraries, and explores the impact factors according to the data analysis results, in order to provide references for public libraries to effectively carry out cultural precision poverty alleviation. [Method/process] Based on the literature and questionnaire method, the macro and micro factors in the process of cultural precision poverty alleviation in public libraries were dismantled, and a series of analysis of questionnaire data was made by SPSS20.0. The impact factors mainly include cultural precision poverty alleviation policies, cultural precision poverty alleviation resources, cultural precision poverty alleviation related services, cultural precision poverty alleviation professionals, cultural precision poverty alleviation participation willingness, and cultural precision poverty alleviation performance evaluation. [Result/conclusion] The analysis results quantify macro and micro factors in the process of carrying out cultural precision poverty alleviation in public libraries, and summarize the weaknesses of policies, resources, services, professionals and performance evaluation in the current cultural precision poverty alleviation work in public libraries, and put forward feasible countermeasures.

**Keywords:** public library; cultural poverty alleviation; precision poverty alleviation

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

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