

## Rural Cultural Information Resources Development: A Postprint Survey of Provincial Sub-center Websites of the Cultural Information Resources Sharing Project

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### Abstract

[Purpose/Significance] The National Cultural Information Resources Sharing Project is a major national cultural benefit project implemented in China. Throughout its construction process, resource development has always been the core. Guided by one of the project's main tenets—"improving grassroots cultural services in urban and rural areas"—this study selects the perspective of rural network resource construction to examine an aspect of rural cultural information resource development, and based on understanding the current status of such construction, identifies problems and proposes improvement measures.

[Method/Process] This study investigates and analyzes the construction of rural cultural information resources on websites of provincial branch centers of the Cultural Sharing Project, revealing issues concerning the classification, construction status, and usability of rural information resources on these websites, and proposes corresponding solutions after analyzing the causes of existing problems.

[Results/Conclusion] The current resource construction content cannot effectively meet user needs, and numerous problems exist in website construction. It is pointed out that future information resource construction for the Cultural Sharing Project, especially regarding shared information resources primarily applicable to rural China, should increase attention to resource development and intensify development efforts, enabling the Cultural Sharing Project to truly contribute to economic development and cultural advancement in vast rural areas.

## Full Text

### Preamble

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### Rural Cultural Information Resource Construction: An Investigative Study Based on Provincial Sub-center Websites of the Cultural Sharing Project

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### Abstract

**[Purpose/Significance]** The National Cultural Information Resource Sharing Project is a major national cultural benefit project implemented in China. Throughout its construction, resource development has remained the core focus. Guided by the project's principle of "improving grassroots cultural services in urban and rural areas," this study examines rural network resource construction to gain insight into the broader landscape of rural cultural information resource development. Based on an understanding of the current status, it identifies existing problems and proposes improvement measures.

**[Method/Process]** This study investigates and analyzes the construction of rural cultural information resources on provincial sub-center websites of the Cultural Sharing Project, examining the classification, development, and usability of rural information resources. After analyzing the causes of existing problems, corresponding solutions are proposed.

**[Result/Conclusion]** Current resource construction fails to effectively meet user needs, and numerous problems exist in website development. The study concludes that future Cultural Sharing Project efforts should increase attention to information resource construction, particularly resources applicable to rural China, intensify resource development efforts, and enable the project to truly contribute to livelihood improvement, economic development, and cultural advancement in rural areas.

**Keywords:** cultural information resources; cultural sharing project; rural resources; website construction; status survey

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## 1. Current Status of Rural Cultural Information Resource Construction at Provincial Sub-centers

In 2002, the Ministry of Culture and Ministry of Finance jointly launched the National Cultural Information Resource Sharing Project (hereinafter referred to as the “Cultural Sharing Project”). As a major national cultural benefit project [1], it has played an important role in promoting China’s public cultural service system and realizing the basic cultural rights of the people. From its inception, the project was tasked with “improving grassroots cultural services in urban and rural areas” and “narrowing the urban-rural digital cultural divide.” In 2006, then Vice Minister of Culture Zhou Heping further expressed hope that “the Sharing Project would provide strong cultural and information support in the process of building a new socialist countryside and become an important component of new rural cultural construction” [2]. In 2018, the Central No. 1 Document [3] proposed the implementation of the “Rural Revitalization Strategy.” How can the Cultural Sharing Project promote rural revitalization? What has been its impact in rural areas over the past 16 years? This paper seeks answers from the perspective of rural network cultural information resource construction, investigating the status of rural cultural information resource construction on provincial sub-center websites nationwide to understand the current situation, identify problems, and propose solutions.

### 1.1 Overview of Rural Cultural Information Resource Construction

When the Cultural Sharing Project was launched in 2002, the national center established an official website (originally called “National Cultural Information Resource Sharing Project,” upgraded to “National Digital Culture Network” in 2012). Subsequently, all provinces, autonomous regions, and municipalities established their own provincial sub-center websites to promote resources and provide services to the public. These sub-center websites serve as the primary channels for achieving national digital cultural resource sharing, with broad audiences and significant influence, forming the main force in cultural sharing and resource construction.

To understand the current status of rural cultural resource construction at provincial sub-centers, the authors conducted a survey of the National Digital Culture Network and 24 provincial sub-center websites linked from its homepage between April 1-2, 2018. The survey examined various types of rural cultural information resources, including farming and breeding information, rural scientific knowledge, rural technology videos, rural policies, agricultural news, and market information.

The current status of rural cultural information resource construction at each sub-center is shown in Table 1 .

**Table 1** Rural Cultural Information Resource Construction on Provincial Sub-center Websites of the Cultural Sharing Project

| Province/Municipality/Autonomous Region | Sub-center Website Name                               | Resource Content   |
|---|---|--|
| Beijing                                 | Beijing Cultural Information Resource Sharing Project | Agricultural videos, agricultural resource database, agricultural courseware   |
| Tianjin                                 | Tianjin Cultural Information Resource Sharing         | Agricultural technology videos   |
| Hebei                                   | Hebei Cultural Information Resource Sharing Center    | Agricultural practical new technology knowledge base   |
| Liaoning                                | Liaoning Digital Culture Network                      | Agricultural technology direct express, focus on agriculture-related content, technology for prosperity, expert lectures |
| Jilin                                   | Jilin Provincial Library                              | Jilin agricultural planting database   |
| Heilongjiang                            | Heilongjiang Digital Culture Network                  | Agricultural special features  |
| Shanghai                                | Shanghai Library                                      | Agricultural news, agricultural technology, agricultural varieties, theoretical research, agricultural video on demand   |

| Province/Municipality/Autonomous Region | Sub-center Website Name                | Resource Content  |
|---|--|---|
| Jiangsu                                 | Jiangsu Public Digital Culture Network | Agricultural planting technology, urban employment skills, agricultural breeding technology, agricultural legal knowledge, agricultural science knowledge, rural medical care, livestock breeding |
| Zhejiang                                | Zhejiang Library                       | New rural library, Shandong cultural sharing project streaming media service platform   |
| Anhui                                   | Anhui Library                          | Practical skills (agricultural videos)  |
| Shandong                                | Shandong Library                       | National Cultural Information Resource Sharing Project  |
| Hubei                                   | Hubei Library                          | Hunan Provincial Sub-center Agricultural technology, agricultural market information  |

| Province/Municipality/Autonomous Region | Sub-center Website Name                  | Resource Content   |
|---|--|--|
| Hunan                                   | Hunan Provincial Sub-center              | Livestock breeding, crop planting, fruit and vegetable gardening, pest control, rural medical care, rural legal education, migrant workers |
| Guangdong                               | Guangdong Provincial Sun Yat-sen Library | Daily agricultural economy, science and technology garden  |
| Guangxi                                 | Guangxi Public Digital Culture Network   | Cultural Sharing Project   |
| Yunnan                                  | Yunnan Sub-center                        | Agricultural world, agricultural market information, migrant workers, agricultural culture network   |
| Hainan                                  | Hainan Library                           |  |

| Province/Municipality/Autonomous Region | Sub-center Website Name | Resource Content  |
|---|-------------------------|---|
| Sichuan                                 | Sichuan Library         | Agricultural world: planting technology, breeding technology, rural legal education, prosperity stories, rural life; Agricultural market information: market information, announcements, monitoring and early warning, policies and regulations; Migrant workers: new urban residents, domestic and property services, vehicle and electrical appliance repair, construction and decoration, clothing tailoring, catering services, mechanical processing |
| Guizhou                                 | Guizhou Library         | Website cannot be opened  |

| Province/Municipality/Autonomous Region | Sub-center Website Name   | Resource Content                                       |
|---|---|--|
| Shaanxi                                 | Shaanxi Cultural Information Network  | Science window, agricultural policy, new rural culture |
| Gansu                                   | Gansu Library   | Website cannot be opened                               |
| Xinjiang                                | Xinjiang Sub-center of National Cultural Information Resource Sharing Project | Website cannot be opened                               |

*Note: All content is from provincial sub-center websites, retrieved April 1-2, 2018. “/” indicates no explicit rural-related column on the website.*

Additionally, the authors searched for other provincial sub-centers not linked from the National Digital Culture Network using Baidu, and compiled information on their rural cultural information resources, as shown in Table 2 .

**Table 2** Rural Cultural Information Resource Construction on Other Provincial Sub-center Websites

| Province/Municipality/Autonomous Region | Sub-center Website Name                       | Resource Content                         | Website Status           |
|---|---|--|--------------------------|
| Jiangxi                                 | Jiangxi Cultural Information Resource Network | Planting technology, breeding technology | Last updated: 2009       |
| Henan                                   | Henan Provincial Library                      | New rural prosperity path                | Website cannot be opened |
| Shanxi                                  | Sanjin Cultural Information Network           | Cannot be accessed                       |                          |
| Fujian                                  | Haixi Cultural Information Network            |  |                          |

| Province/Municipality/Autonomous Region | Sub-center Website Name                                     | Resource Content   | Website Status     |
|---|---|--|--------------------|
| Inner Mongolia                          | Inner Mongolia Cultural Information Network                 | Practical agricultural and pastoral technology, agricultural and pastoral information, new rural and pastoral area construction, Inner Mongolia grassland industry, agricultural and pastoral technology | Last updated: 2012 |
| Guangxi Guilin                          | Cultural Sharing Project Guangxi Guilin Sub-center          | Guangxi agricultural technology  | Last updated: 2006 |
| Chongqing                               | Chongqing Public Digital Culture Network                    |  |                    |
| Tibet                                   | Cultural Sharing Project Tibet Autonomous Region Sub-center |  |                    |

*Note: All content is compiled from Baidu search results, searched April 2, 2018. “/” indicates no explicit rural-related content construction on the website.*

As shown in Tables 1 and 2, excluding cases where sub-center websites were inaccessible, there is no significant difference in rural cultural information resource construction between provincial sub-centers linked from the national main site and those not linked. Overall, most sub-centers have established dedicated rural cultural information resource columns, primarily focusing on “agriculture, rural areas, and farmers” (the “three rural issues”) with similar column formats, mostly presenting video resources. Some sub-centers also combine local

geographical environmental factors to focus on specific resource content. For example, the Inner Mongolia sub-center primarily disseminates knowledge about agriculture and animal husbandry, which is highly applicable to local residents. In addition to video resources, some websites also provide text-based content such as agricultural news, agricultural science popularization, and agricultural market information.

In terms of special projects, the Yunnan sub-center established the “Agricultural Culture Network Training School.” While specific content could not be found, the project’s establishment and proposed operation model represent an effective approach to cultural sharing. The Shandong sub-center established a “New Rural Library” for rural resource construction, but its actual content is equivalent to a general electronic library without explicit rural-related classification.

## 1.2 Content of Rural Cultural Information Resource Construction

Rural cultural information resource construction must truly serve the people. Currently, most content consists of cultural heritage and entertainment, with relatively limited resources specifically targeting rural areas. Due to the unique characteristics of rural populations and the development of the digital era, content construction should address different age groups: for middle-aged and elderly residents, basic skills training such as smartphone usage, video chatting, online hospital appointment booking, and online shopping should be provided; for rural laborers still engaged in agriculture, more agricultural skills suitable for local characteristics and scientific methods for improving living conditions should be popularized; for migrant workers, skills training for employment should be strengthened; and legal knowledge and rural medical policies should be disseminated to all rural populations to keep them informed about relevant national laws and policies.

## 2. Utilization of Rural Cultural Video Information Resources in the Cultural Sharing Project

Since the content of rural cultural information resource construction at various sub-centers consists mainly of videos, and watching videos is the conventional utilization method, the authors investigated video click rates across sub-centers. The Beijing, Hunan, Yunnan, and Liaoning sub-centers were selected as data samples due to their clear video categorization and publicly available view counts. Using the Octopus data collector, the authors extracted video viewing statistics to analyze resource utilization.

### 2.1 Utilization of Rural Video Resources at Beijing Sub-center

On April 15, 2018, the authors collected utilization data for rural video resources at the Beijing sub-center, as shown in Table 3 .

**Table 3** Viewing Statistics for Rural Video Resources at Beijing Sub-center

| Category                     | Initial Update | Last Update | Total Video Clicks | Average Clicks per Video |
|------------------------------|----------------|-------------|--------------------|--------------------------|
| Rural Breeding               | Apr 2010       | Jul 2009    | 462,415            | 2,473                    |
| Rural Planting               | Jul 2009       | Jul 2009    | 71,168             | 1,514                    |
| Migrant Workers              | Jul 2009       | Nov 2008    | 24,087             | 3,431                    |
| Legal Knowledge              | Jul 2009       | Jul 2009    | 42,069             | 3,506                    |
| Rural Medical Care           | Jun 2007       | Apr 2010    | 36,847             | 3,361                    |
| Rural Science Popularization | Aug 2010       | Aug 2010    | 23,556             | 11,778                   |
| Total                        |                |             | 500 videos         |                          |

*Note: Data from Beijing Sub-center website [4], collected April 15, 2018.*

The Beijing sub-center has 500 video files divided into six categories: rural breeding, rural planting, migrant workers, legal knowledge, rural medical care, and rural science popularization. Most videos were uploaded in 2009. Rural breeding videos are the most numerous (187) and have the highest total clicks (462,415), but their average view count is only 2,473. Rural science popularization has the fewest videos (2) but the highest average views (11,778) despite early upload dates. Rural planting videos have the lowest average views (1,514). The average clicks for rural medical care, migrant workers, and legal knowledge are similar (3,361, 3,431, and 3,506 respectively), indicating relatively high user interest in these categories.

## 2.2 Utilization of Rural Video Resources at Hunan Sub-center

On April 20, 2018, the authors collected utilization data for rural video resources at the Hunan sub-center, as shown in Table 4.

**Table 4** Viewing Statistics for Rural Video Resources at Hunan Sub-center

| Category                    | Initial Update | Last Update | Total Video Clicks | Average Clicks per Video |
|-----------------------------|----------------|-------------|--------------------|--------------------------|
| Pest Control                | Oct 2007       | Oct 2007    | 1,288              | 23                       |
| Crop Planting               | Oct 2007       | Oct 2007    | 9,408              | 67                       |
| Fruit & Vegetable Gardening | Oct 2007       | Oct 2007    | 14,874             | 201                      |
| Livestock Breeding          | Oct 2007       | Apr 2009    | 12,371             | 103                      |
| Migrant Workers             | Oct 2007       | Mar 2009    | 8,400              | 1,200                    |
| Rural Legal Education       | Jan 2016       | Jul 2010    | 2,100              | 300                      |
| Rural Medical Care          | Jan 2016       | Apr 2009    | 3,150              | 450                      |

*Note: Data from Hunan Sub-center website [5], collected April 20, 2018.*

The Hunan sub-center has 422 agricultural videos divided into seven categories. Uploads were concentrated between 2007-2010, with only crop planting and livestock breeding updated in 2016. Fruit & vegetable gardening and livestock breeding have the highest total clicks (14,874 and 12,371) due to high average views (201) and large quantity, respectively. Although crop planting has the second-highest video count, its low per-video click rate results in lower total clicks. Migrant worker videos, despite having only 7 videos, achieve high total clicks due to high per-video views. Pest control has the fewest videos and lowest average views (23). Overall, fruit & vegetable gardening, rural medical care, and livestock breeding attract relatively more attention.

### 2.3 Utilization of Rural Video Resources at Yunnan Sub-center

The Yunnan sub-center's "Agricultural World" and "Migrant Workers" columns consist entirely of video resources. On April 20, 2018, the authors collected utilization data for both columns, as shown in Tables 5 and 6 .

**Table 5** Viewing Statistics for “Agricultural World” Videos at Yunnan Sub-center

| Category              | Initial Update | Last Update | Total Clicks | Average Clicks per Video |
|-----------------------|----------------|-------------|--------------|--------------------------|
| Breeding Technology   | Feb 2015       | Feb 2015    | 14,850       | 99                       |
| Planting Technology   | Feb 2015       | Feb 2015    | 14,900       | 100                      |
| Rural Legal Education | Feb 2015       | Feb 2015    | 7,500        | 50                       |
| Rural Life            | Feb 2015       | Feb 2015    | 7,200        | 50                       |
| Prosperity Stories    | Feb 2015       | Feb 2015    | 7,840        | 56                       |

*Note: Data from Yunnan Sub-center website [6], collected April 20, 2018.*

The “Agricultural World” column includes five categories: breeding technology, planting technology, rural legal education, rural life, and prosperity stories. All videos were uploaded in February 2015 with no subsequent updates. Total clicks are similar across categories, but breeding and planting technologies have higher average views (99 and 100) compared to rural life and prosperity stories (50 and 56).

**Table 6** Viewing Statistics for “Migrant Workers” Resources at Yunnan Sub-center

| Category                     | Initial Update | Last Update | Total Items | Average Clicks per Item |
|------------------------------|----------------|-------------|-------------|-------------------------|
| New Urban Residents          | Mar 2015       | Mar 2015    | 50          | 45                      |
| Domestic & Property Services | Mar 2015       | Mar 2015    | 35          | 60                      |
| Construction & Decoration    | Mar 2015       | Mar 2015    | 42          | 62                      |
| Clothing Tailoring           | Mar 2015       | Mar 2015    | 28          | 92                      |
| Catering Services            | Mar 2015       | Mar 2015    | 38          | 58                      |
| Mechanical Processing        | Mar 2015       | Mar 2015    | 31          | 103                     |
| Vehicle & Electrical Repair  | Mar 2015       | Mar 2015    | 45          | 34                      |

*Note: Data from Yunnan Sub-center website [6], collected April 20, 2018.*

The “Migrant Workers” column includes seven categories with 269 total items (videos and text descriptions) uploaded in March 2015. “Mechanical Processing” and “Clothing Tailoring” have the highest average clicks (103 and 92), while “Vehicle & Electrical Repair” has the lowest (34). The Yunnan sub-center’s integration of resources into two main columns, with further subdivision of migrant worker resources, provides clearer guidance for users compared to Beijing and Hunan sub-centers.

#### 2.4 Utilization of Rural Video Resources at Liaoning Sub-center

On April 25, 2018, the authors collected utilization data for rural video resources at the Liaoning sub-center, as shown in Table 7 .

**Table 7** Viewing Statistics for Rural Video Resources at Liaoning Sub-center

| Category                        | Initial Update | Last Update | Total Video Clicks | Average Clicks per Video |
|---------------------------------|----------------|-------------|--------------------|--------------------------|
| Agricultural Technology Express | Jul 2017       | Aug 2017    | 36,708             | 21                       |
| Focus on Agriculture-related    | Oct 2016       | Oct 2016    | 12,180             | 70                       |
| Expert Lectures                 | Oct 2016       | Jan 2018    | 19,488             | 112                      |
| Technology for Prosperity       | May 2017       | Jan 2018    | 7,280              | 40                       |

*Note: Data from Liaoning Sub-center website [7], collected April 25, 2018.*

The Liaoning sub-center has uploaded 1,743 rural videos since 2016, divided into four columns. Expert lectures have the highest average views (112), particularly a video on sea cucumber breeding with 3,584 views—significantly higher than other videos (mostly 20-80 views). Sea cucumber breeding is a key fishery industry in Liaoning’s coastal cities, explaining the high user interest. Agricultural Technology Express and Technology for Prosperity focus on agricultural skills with average views of 21 and 40, respectively.

Analysis of the four sub-centers reveals that user preferences and utilization rates vary by location and economic development. Beijing’s videos have the highest average clicks, correlating with higher rural internet penetration and project promotion. Liaoning has the most videos, with clear user preference for locally relevant content like sea cucumber breeding. Hunan’s “fruit & vegetable gardening” and “migrant worker skills” categories have higher playback rates, reflecting southern China’s climate advantages. Across all sub-centers, agricultural technology resources are most attractive, indicating farmers’ sustained interest in learning new techniques.

However, according to national census data [8], as of 2016, Beijing had 2.93 million rural residents, Hunan had 32.23 million, Yunnan had 26.23 million, and Liaoning had 14.29 million. Compared to these population bases, the video view counts are extremely low, indicating generally low utilization of rural cultural information resources in the Cultural Sharing Project.

### 3. Problems in Rural Cultural Information Resource Construction

#### 3.1 Resource Construction Problems

**3.1.1 Unclear Target Audience for Resource Content** Most current rural residents are elderly, children, and adolescents under 14 and over 60, while young and middle-aged laborers mostly work away from home [9]. Elderly residents are unfamiliar with computers and network devices; middle-aged residents have not yet formed habits of obtaining agricultural information online; young people use networks as an important information source but generally focus less on agricultural planting and breeding. Since young and middle-aged rural residents often plan to work away from home or innovate in production, their knowledge needs focus more on urban employment skills or high-income planting/breeding techniques (evidenced by higher playback rates for “fruit & vegetable gardening” and “migrant worker skills” categories) rather than traditional agriculture. Therefore, resource construction strategies should better define target audiences.

**3.1.2 Low Matching Between Resource Content and User Needs** Analysis of viewing data reveals user preferences. At the Beijing sub-center, users show less interest in planting/breeding content but higher interest in migrant worker information, legal knowledge, and rural medical care. At Hunan, fruit & vegetable gardening and migrant worker content receive more attention. At Liaoning, a sea cucumber breeding video in the expert lectures column has over 1,000 views, far exceeding others (mostly 20-80 views). This demonstrates selective resource access with obvious regional preferences, while most current Cultural Sharing Project resources poorly match user needs.

**3.1.3 Stagnant Updates to Existing Cultural Information Resources** As public libraries are the main construction bodies, many sub-center websites are built as part of library websites. Rural cultural information resources are updated slowly or have stagnated. While some sub-centers continue updating agricultural news (e.g., Shaanxi’s agricultural market information and policy news), specific rural cultural resources like videos are rarely updated. For example, Hunan’s sub-center made 38 updates between 2007-2010, only 4 updates from 2010-2016, and none since 2016. Beijing’s agricultural videos were last updated in 2010. Only Liaoning’s sub-center continued updating agricultural videos in January 2018.

**3.1.4 Inadequate Promotion of the Cultural Sharing Project** The authors’ research team previously investigated the project’s implementation in rural areas, distributing 720 questionnaires to 195 villages across 21 provinces from February to April 2018, with 685 valid responses. Only 12.12% of respondents had visited the National Digital Culture Network or provincial/municipal/county center websites for agricultural cultural information. Interviews revealed most farmers were unaware of these platforms, largely due to inadequate promotion, resulting in low resource utilization.

## 3.2 Website Construction Problems

**3.2.1 Path Problems from Main Site to Sub-centers** In 2003, the national center established the official Cultural Sharing Project website, and 31 provinces/autonomous regions/municipalities subsequently established 32 sub-center websites (Guangxi established both provincial and Guilin sub-centers). However, the National Digital Culture Network currently only links to 24 sub-centers, lacking links to Jiangxi, Henan, Shanxi, Fujian, Inner Mongolia, Guangxi Guilin, Chongqing, and Tibet. While these can be found via Baidu searches, the absence of main site links affects their authority and credibility. Some unlinked sub-centers continue updating and have better designs than linked ones—for example, Jiangxi’s website shows current updates, and Guangxi Guilin’s site has superior column classification and resource quality.

**3.2.2 Sub-center Website Construction Problems** Many sub-center websites have invalid links. For instance, Hunan’s sub-center displays “Agricultural Market Information,” “Planting Technology,” and “Rural Legal Education” links on its homepage, but none work. Gansu’s website remains under maintenance with no accessible content. Henan and Shanxi sub-centers are inaccessible. Qinghai’s link from the national site redirects back to the national site, indicating no sub-center construction.

Other issues include complicated links and poor column design. Shandong’s sub-center operates three different platforms (Shandong Cultural Memory, Shandong Cultural Sharing Project Streaming Media Service Platform, and New Rural Online Library), but only the streaming platform contains actual rural/agricultural videos. While multi-platform construction aids resource classification, it hinders users from quickly finding needed resources. Hebei’s website has multiple columns but no direct access to “three rural issues” content—agricultural technology only appears under the “Sharing Garden” column. Unclear column settings reduce website usability. The authors suggest learning from the original national main site’s classification methods to improve user experience.

## 4. Strategies for Rural Cultural Information Resource Construction

### 4.1 Develop Resources for Target Audiences

The Cultural Sharing Project’s mission is “sharing advanced technology to support cultural livelihood” [1]. Rural cultural resources should be selected based on rural population characteristics, geographical features, and cultural knowledge needs. Currently, most content focuses on cultural heritage and entertainment, with limited rural-specific resources. Given rural population 特殊性 and digital development, content for middle-aged and elderly residents should start with basic skills training (smartphone use, video chatting, online hospital registration, online shopping). For agricultural laborers, resources should popularize

locally suitable agricultural skills and scientific methods for improving living conditions. For migrant workers, employment skills training should be strengthened. Legal knowledge and rural medical policies should be disseminated to all rural residents.

#### **4.2 Emphasize Network Resource Promotion and Publicity**

Promotion should reach villages and households to increase awareness of the Cultural Sharing Project and its rural cultural information resources. Since middle-aged and elderly rural residents have limited computer and network skills, training on basic computer and internet use should be included in promotion efforts. Collaboration with local schools for training students, who can then promote usage among family members, is also recommended.

#### **4.3 Strengthen Sub-center Website Construction**

Survey results show most sub-center websites have technical and content design problems requiring immediate attention. Rural resource construction should emphasize clear resource presentation, classification, and easy retrieval. Direct links from the national main site should be provided to establish authority and credibility. Website content should be updated promptly, invalid links removed, and visual resources prioritized for more vivid and understandable presentation.

#### **4.4 Increase Attention to Rural Cultural Information Resource Construction**

Resource construction is central to the Cultural Sharing Project. Between 2011-2018, the national center approved 1,087 [1] resource construction projects. The authors reviewed these projects and found few focused on rural cultural resources. Given that farmers are important service targets, integrating them into modern information life and enhancing their cultural and scientific capabilities is a key project responsibility. Both national and local authorities should increase attention to rural cultural resource construction, establish sound policy support systems, intensify resource development, and explore better construction methods to truly contribute to rural livelihood improvement, economic development, and cultural advancement.

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## Author Contributions

Wang Lihua: Responsible for overall framework and paper revision.  
Zhang Yue: Responsible for investigation and paper writing.

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## English Abstract

### **Construction of Rural Cultural Information Resources: An Investigative Study Based on Provincial Sub-center Websites of the Cultural Sharing Project**

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**Abstract:** [Purpose/significance] The National Cultural Information Resource Sharing Project is a key national cultural benefit project in China. In its construction process, resource development is always the core issue. Under the guidance of “improving grassroots cultural services in urban and rural areas,” one of the main purposes of the Cultural Sharing Project, this paper chooses the perspective of rural network resource construction to explore rural cultural information resource construction, identify problems, and propose improvement measures based on understanding the current situation. [Method/process] This paper investigates and analyzes the construction of rural cultural information resources in provincial sub-center websites of the Cultural Sharing Project, revealing the classification, construction, and availability of rural information resources in websites, and proposes corresponding solutions after analyzing the causes of existing problems. [Result/conclusion] Currently, resource construction content cannot effectively meet user needs, and there are many problems in website construction. Therefore, in the future, the Cultural Sharing Project should pay more attention to information resource construction, especially the construction of shared information resources mainly applicable to rural areas of China, intensify resource development, so that the Cultural Sharing Project

can really make a difference in people's livelihood, economic development, and cultural level in vast rural areas.

**Keywords:** cultural information resources; cultural sharing project; rural resource; website construction; investigative

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

*Source: ChinaXiv — Machine translation. Verify with original.*