

University Library Participation in Public Cultural Services: Research Status and Path Analysis (Postprint)

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Abstract

[Purpose/Significance] University libraries' participation in public cultural services is an important means for them to effectively integrate into the public cultural service system, and analyzing the current research status and pathways can provide reference for further exploration of university libraries' social service functions.

[Method/Process] Using cluster analysis and content analysis methods, an in-depth analysis is conducted on the current status of university libraries' participation in public cultural services in the past decade.

[Results/Conclusion] Research on university libraries' participation in public cultural services mainly focuses on three aspects: research on the positioning of university libraries' participation in public cultural services, research on university libraries' participation in public digital cultural services, and research on university libraries' participation in local public cultural services. There are mainly five pathways for university libraries to participate in public cultural services.

Full Text

Research Status and Path Analysis of Academic Libraries Participating in Public Cultural Services

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Abstract

[Purpose/Significance] Analyzing the research status and paths of academic library participation in public cultural services can provide references for

further exploration of the social service functions of university libraries. **[Method/Process]** This study employs cluster analysis and content analysis to conduct an in-depth examination of the current state of academic library involvement in public cultural services over the past decade. **[Result/Conclusion]** Research on academic library participation in public cultural services primarily concentrates on three aspects: positioning studies of academic libraries in public cultural services, studies on their involvement in public digital cultural services, and studies on their participation in local public cultural services. The paper proposes five main paths for academic libraries to engage in public cultural services.

Keywords: academic libraries; public cultural services; participation; government purchase; service delegation

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The concept of public cultural services can be traced back to the latter half of the 19th century, when A. Wagner, a representative of the German social policy school, advocated for the social policy role of public finance and argued that the government should expand its service functions to enhance social culture and welfare [1]. Public cultural services refer to public cultural facilities, cultural products, cultural activities, and other related services provided under government leadership with participation from social forces, primarily aimed at meeting citizens' basic cultural needs. Research on academic library participation in public cultural services began in 2008 [2].

1. Policy and Legal Background

1.1 Social Forces Participation and Government Purchase of Public Cultural Services

In October 2005, the “Suggestions of the CPC Central Committee on Formulating the Eleventh Five-Year Plan for National Economic and Social Development” proposed “gradually forming a relatively complete public cultural service system covering the entire society.” In January 2006, the “National Cultural Development Plan Outline for the Eleventh Five-Year Plan Period” incorporated public cultural services, proposing to improve the network of public welfare cultural facilities such as museums, libraries, and cultural centers based on the principle of equal public cultural services, and to encourage social forces to develop public welfare cultural undertakings. In September 2013, the “Guiding Opinions on Government Purchase of Services from Social Forces” (Guobanfa [2013] No. 96) issued by the General Office of the State Council stated that the main bodies for government purchase of services from social forces are administrative organs at all levels and public institutions managed in accordance with the Civil Servant Law with administrative functions. In November of the same year, the “Decision of the CPC Central Committee on Several Major Issues Concerning Comprehensively Deepening Reform” passed at the Third Plenary Session of the 18th CPC

Central Committee proposed introducing competition mechanisms to promote the socialization of public cultural services and encouraging social forces and social capital to participate in the construction of the public cultural service system.

On January 14, 2015, the “Opinions on Accelerating the Construction of a Modern Public Cultural Service System” issued by the General Office of the CPC Central Committee and the General Office of the State Council proposed innovating the management model of public cultural facilities. In places with conditions, pilot programs for socialized operation of public cultural facilities could be explored, attracting capable social organizations and enterprises to participate in the operation of public cultural facilities through delegation or bidding. On May 5 of the same year, the General Office of the State Council forwarded the “Opinions on Doing a Good Job in Government Purchase of Public Cultural Services from Social Forces” ([2015] No. 37) issued by the Ministry of Culture, Ministry of Finance, State Administration of Press, Publication, Radio, Film and Television, and the General Administration of Sport, which specified that the main bodies undertaking government purchase of public cultural services from social forces are primarily social organizations and qualified public institutions that have the capacity to provide public cultural services and are legally registered with registration management departments or exempted from registration by the State Council, as well as enterprises and institutions legally registered with industrial and commercial management or industry authorities. This was the first national normative document specifically targeting government purchase of public cultural services. Subsequently, various provinces and municipalities successively issued implementation opinions on government purchase of public cultural services from social forces. In the same month, the General Office of the State Council forwarded the “Guiding Opinions on Promoting Public-Private Partnership Models in Public Service Sectors,” proposing to encourage the adoption of public-private partnership models in medical, health, elderly care, education, culture, and other public service fields to attract social capital participation and provide high-quality and efficient public services for the people.

The “Public Cultural Service Guarantee Law of the People’s Republic of China,” implemented on March 1, 2017, legally clarified that people’s governments at all levels are the responsible entities for providing public cultural services. The state adopts measures such as government purchase of services to support citizens, legal persons, and other organizations in participating in the provision of public cultural services. The state encourages and supports cultural and sports facilities of government agencies, schools, enterprises, and public institutions to open to the public. On May 8 of the same year, the “Outline of the 13th Five-Year Plan for Cultural Development and Reform” issued by the General Office of the CPC Central Committee and the General Office of the State Council required innovating the operational mechanism of public cultural services, promoting government purchase of public cultural services at all levels, and encouraging social organizations and enterprises to participate in the operation of

public cultural facilities and the supply of products and services.

1.2 Academic Library Participation in Public Cultural Services

At the end of 2015, the “Regulations on Libraries in Regular Institutions of Higher Education” issued by the Ministry of Education proposed that academic libraries are important bases for campus culture and social culture construction, should fully play their roles in talent cultivation, scientific research, social services, and cultural inheritance and innovation, and actively participate in various resource co-construction and sharing. It also identified playing the advantages of information resources and professional services to serve society as one of their main tasks. Compared with the “Regulations on Libraries in Regular Institutions of Higher Education (Revised)” promulgated in 2002, although the overall positioning (academic libraries as the school’s literature and information resource center) and main functions (educational function and information service function) remained unchanged, the social service function and tasks were significantly increased (they should, under the premise of ensuring campus services and normal work order, leverage their resource and professional service advantages to carry out services for social users), and the old regulations’ provisions on “opening to social readers and community readers as much as possible” and “charging appropriate fees” were deleted.

The introduction of relevant policies and laws from the “Eleventh Five-Year Plan” to the “13th Five-Year Plan,” as well as the “Regulations on Libraries in Regular Institutions of Higher Education” and the “Public Cultural Service Guarantee Law,” have provided policy, legal support, and institutional guarantees for academic library participation in public cultural services at the national level.

2. Current Status of Academic Library Participation in Public Cultural Services

A fuzzy search in the CNKI database using “academic library + public cultural service” as keywords yielded 154 relevant documents since 2008 after excluding unrelated literature. Using the BICOMB bibliographic co-occurrence analysis software, word frequency statistics were conducted on these 154 documents, obtaining a total of 531 keyword occurrences, with an average of 3.45 keywords per paper. There were 41 high-frequency keywords appearing twice or more, with a cumulative percentage of approximately 80.04%. A word-document matrix was constructed using SPSS software for these 41 keywords for cluster analysis, as shown in Figure 1 [Figure 1: see original paper].

By analyzing the relationships of co-occurring word pairs in Figure 1, the 41 keywords can be holistically divided into four parts: A, B, C, and D. Calculating the similarity between each pair of keywords, taking C as an example, the similarity between keywords 28 and 7 was found to be the smallest among all word pairs. Therefore, they first clustered into one category, then clustered with

keyword 30, then with keyword 27, and finally with keyword 38 to form a small cluster C1. Similarly, small cluster C2 was formed, which finally aggregated into a large cluster C.

The dendrogram shows that research on academic library participation in public cultural services mainly concentrates on four aspects: positioning studies of academic libraries in public cultural services, public digital cultural service studies, local public cultural service studies, and community public cultural service studies. Community public cultural services represent the fourth level of the four-tier public cultural service network system at the provincial/municipal, district/county, township (street), and village (community) levels. Therefore, this paper analyzes three aspects: positioning studies of academic libraries in public cultural services, studies on their participation in public digital cultural services, and studies on their participation in local public cultural services (with community public cultural service studies placed as a sub-level under this section).

2.1 Positioning Studies of Academic Libraries in Public Cultural Services

Academic library participation in public cultural services is not only a means for university libraries to fulfill their social service functions under new circumstances and their responsibility and obligation to promote local economic, cultural, scientific, and educational development and to guarantee citizens' equal rights to access knowledge, reading, and library services, but also an effective approach and inevitable choice for their own further development. Scientific positioning of academic libraries in public cultural services will promote their effective integration into the public cultural service system construction.

2.1.1 Service Positioning: Cooperative Co-construction Li Yuchang argues that academic libraries face issues and obstacles in positioning, service concepts, legal systems, institutional and operational mechanisms, and information resource sharing when carrying out public cultural services, which constrain the progress of academic library public cultural services. To overcome these obstacles, the positioning issue must first be resolved [3]. The main positioning of academic libraries is to provide literature and information guarantee for teaching, research, and discipline construction, with another positioning being a supplement to the public library system, jointly undertaking public cultural quality cultivation and social education functions with public libraries. An important means for academic libraries to effectively integrate into public cultural services is social cooperation, mainly through undertaking, delegation, or outsourcing methods to cooperate with various public cultural service institutions [4]. Academic library participation in public cultural services should be oriented toward local economic and cultural development needs, based on their own development levels and resource advantages, actively open to society, and cooperate with local institutions to become social literature and information centers, scientific

information exchange and processing centers, and quasi-community service centers [5]. The library of Guangxi University of Science and Technology guided the university community and Liuzhou Library to build a minor reading base, organized university student volunteers to participate in management, established an equal cooperative construction framework, broke through multi-system and multi-member organizational management institutional constraints, drove cooperation between institutions, and innovated the academic library participation model in public cultural services [6]. The library of Guangzhou University adopted a government cooperation co-construction model to carry out social public services, cooperating with Guangzhou Municipal Government Service Center to build the Guangzhou Government Affairs Information Hall.

2.1.2 Role Positioning: Participatory Assistance and Aid Support

Government leadership is one of the basic principles clearly proposed in the central “Opinions on Accelerating the Construction of a Modern Public Cultural Service System,” which uses socialist core values to guide public cultural services and uses public finance to support and guarantee public cultural services. The “Public Cultural Service Guarantee Law” further clarifies the government’s responsibilities in public cultural facility construction and public cultural service organization, management, provision, and guarantee, making government fulfillment of public cultural service leadership responsibilities a rigid requirement. However, fulfilling leadership responsibilities does not mean government monopoly; social forces participation is encouraged. Participation means to be involved and discuss matters; to intervene and join (in planning, discussion, and handling of matters) as a second or third party in certain organizations or activities. Assistance means to help from the side; to cooperate. Aid means agreeing to support and helping others through financial, labor, or advisory contributions and spiritual support, providing support and help for individuals or collectives. Support means helping and assisting.

Feng Yongcai proposed that academic libraries could carry out five-in-one cultural support activities for rural poverty-stricken areas, including resource construction, technical support, personnel training, management improvement, and service innovation [7]. Duan Xiaohu et al. adopted a project contract system to provide institutional support for paired assistance, with Shaanxi academic libraries establishing a paired assistance mechanism with poverty-stricken county libraries through one-to-one or one-to-two methods, proposing to integrate government purchase of public cultural services, academic library service socialization, and targeted poverty alleviation [8]. Guo Liwei and Feng Yongcai summarized three models of domestic and foreign academic libraries boosting cultural poverty alleviation, with one model being the extended service model for aiding socially vulnerable groups [9]. Additionally, academic libraries have provided appropriate support in book donations, coaching training, and technical assistance to address issues such as funding shortages, personnel insufficiency, and backward technology in rural book houses and other grassroots public libraries, which are basic infrastructure projects of public cultural services. Academic li-

braries should play non-leading participatory assistance and aid support roles in public cultural services, such as resource cooperative constructors, professional guidance trainers, technical service providers, and consulting service providers.

2.1.3 Functional Positioning: Reading Promotion and Coaching Training Zhu Lin proposed that extending outward and expanding into the public domain is one of the functional positioning of academic libraries participating in public cultural services [10]. Chongqing University established a “Spring Field Kindergarten” parent-child reading room in its Huxi campus library to carry out minor reading services. The minor reading base created with the participation of Guangxi University of Science and Technology Library carried out colorful activities such as “Reading Accompanies My Growth,” “Returning University Student Volunteers” with “Big Hands Holding Small Hands Picture Book Drama Role Play,” “Music Accompanied Reading, Sharing Time,” and “Love Books, Transmitting Feelings” book donations, and was awarded the title of “National Reading Demonstration Base” by the Chinese Library Society in 2015. Several institutions in Beichen District of Tianjin, including Tianjin Urban Construction Management Vocational and Technical College, Hebei University of Technology, Tianjin Metallurgical Vocational Technical College, and Tianjin Bohai Vocational Technical College, participated as branches of Beichen Canal Academy in the “Universal Reading, Fragrant Beichen” activity through the “Famous Teacher Lecture Hall, Shared Books” and “Bee Books” projects. Academic libraries mainly play the functions of reading promotion and coaching training in public cultural services.

2.1.4 Development Positioning: Co-construction and Sharing Academic libraries participate in public cultural services through co-construction and sharing models such as university-locality co-construction and regional library alliances. The library of Shaanxi University of Technology signed local literature resource co-construction and sharing agreements with libraries in Hanzhong city and counties, opened social reader reading rooms for citizens, and explored models to break through block management and achieve university-locality library co-construction, sharing, and common development [11]. Regional library alliances are conducive to improving resource utilization, resolving supply-demand contradictions within regions, and expanding the scale of public cultural services. Horizontal regional library alliances have significant effects on reducing the administrative costs of libraries in the region. For example, Jiangning Library and the Nanjing University (Jiangning Area) Library Consortium allocate university library resources according to the number of communities under each street’s jurisdiction and the principle of proximity, using collective library cards and establishing branch libraries in streets to select suitable books and periodicals from university library collections for borrowing by street and community residents [12]. Regional heterogeneous library alliances, such as the Jilin Provincial Library integrating cultural, educational, and scientific resources, created a library alliance composed of provincial and municipal pub-

lic libraries, higher education institutions, military, and scientific research unit libraries, innovating co-construction and sharing models to provide information support for enterprises and technical support and digital resource construction for grassroots levels [13]. Comprehensive regional library alliances can effectively coordinate resources and services of different types of libraries and have obvious promoting effects on equalization of public cultural services in terms of institutional guarantees, network sharing platform construction, information resource development, and personnel training. Examples include the Shanghai Literature Resource Co-construction and Sharing Cooperation Network jointly established by 19 library and information institutions from Shanghai's four major systems of public, scientific research, university, and intelligence, and the Hunan Literature Resource Co-construction and Sharing Cooperation Network jointly established by Hunan Library, Hunan University Library, and Hunan Provincial Institute of Science and Technology Information [14].

2.2 Academic Library Participation in Public Digital Cultural Services Research

Public digital cultural services aim to meet the public's basic digital cultural needs, manifested through resource digitization, network dissemination, intelligent technology, and ubiquitous services. Through various types of public cultural institutions and emerging media, they provide multi-level and diversified digital cultural services to the public, representing a new form of cultural development in the network and information technology environment [15]. With the launch of the national public cultural cloud, a batch of provincial and municipal public digital cultural platforms have been successively launched, such as the Anhui Public Cultural Cloud and the "Culture On-the-Go" digital platform created by Tianjin Binhai New Area. Citizens can obtain one-stop digital public cultural services through terminals such as computers, mobile apps, WeChat, and public cultural all-in-one machines. Most foreign academic libraries carry out horizontal and cross-boundary cooperation between institutions by participating in public digital cultural service projects to provide rich public digital cultural resources for the public [16]. Kou Shuang et al. proposed that university digital libraries participate in all-round participation models in public digital cultural services, including digital collection resources, institutional knowledge base resources, and open access resources as the main digital resources provision model, technical support participation model, and management decision-making participation model [17]. Li Guizhen proposed that academic libraries should optimize information service platforms from the perspective of urban residents, providing digital information services such as digital reference consultation, document delivery, and reading and downloading of digital resources [18]. Academic library participation in public digital cultural services requires not only government policy and financial support but also strengthened cooperation with other institutions.

2.3 Academic Library Participation in Local Public Cultural Services Research

Local academic libraries have obvious location advantages in local public cultural services and service system construction. Li Mei and Feng Xiaohong proposed that for academic libraries to make contributions in local cultural construction, they must obtain government policy support, forming a cooperative alliance operation system dominated by local governments, participated in by university libraries, guided by the cultural industry, supported by cultural enterprises, and serving the public [19]. Zhao Yuling, taking Bozhou College as an example, elaborated on the practice of local academic libraries participating in the construction of a scholarly society and proposed a new concept for academic library service models—establishing a “Taobao-style” library [20].

2.3.1 Participation in Urban-Rural Integrated Public Cultural Services Promoting the main-branch library system with county-level cultural centers and libraries as centers to achieve integration and interconnection of rural and urban community public cultural service resources is one of the key tasks in the basic public cultural and sports fields during the “13th Five-Year Plan” period. Tang Haiping, drawing on the urban-rural integrated main-branch library system models of Jiaxing and Ningbo libraries, proposed a new type of library “main-branch” service system with university libraries and municipal libraries as two central libraries, supported by city and county libraries, based on township libraries, community libraries, and reading rooms, and supported by digital technology and computer network technology [21]. Zhang Zanmei and Luo Zheng proposed countermeasures for integrating university resources and improving the urban-rural integrated library service system [22]. Rural book houses are important components of the rural public cultural service system and important infrastructure for grassroots comprehensive cultural service centers. Sun Peng and Li Yan proposed that the government should advocate and encourage academic libraries to participate in the informatization construction of rural book houses. Academic libraries should provide counterpart support for the informatization construction of rural book houses to guarantee funding sources and jointly train technical specialists with academic libraries to enhance human resource guarantees [23]. Zhang Xiaoling, taking Heyuan Polytechnic as an example, proposed measures for academic libraries to participate in rural book house construction and provide information services [24].

2.3.2 Participation in Community Public Cultural Services Community public cultural services are welfare public cultural services or products provided for community residents, led by communities, street committees, and other government functional departments. The library of Zhuhai College of Jilin University actively participates in public cultural services and forms a close multi-subject cooperative service network with the government, public departments, and other social forces. Zhang Xiaohui, from the perspective of new public management theory, constructed an overall framework for the library of

Zhuhai College of Jilin University to participate in community public cultural services [25].

(1) Models and Strategies for Participating in Community Public Cultural Services. Li Qi, taking Zhangjiakou community libraries (rooms) as a case study, proposed three models for academic library participation in community public cultural services: the conscious model, the legal system constraint model, and the rights-obligations balance model. He suggested that academic libraries could unite with communities through the internet to build a “community-university” style cultural activity, learning, and research center [26]. Zhao Jie summarized the integrated model of six academic libraries in Zhuzhou City jointly providing public cultural services for communities with Zhuzhou Library, namely the main-branch library system, government leadership, community coordination, cost sharing, resource sharing, and resident service—the Zhuzhou “Cloud Library” community service system [27]. Liu Yijun, from a third-party perspective, proposed suggestions for establishing guarantee mechanisms at the national level and clarifying positioning at the local academic library level [28]. Cai Xiaojun, taking Quanzhou Normal University Library as an example, proposed specific strategies from three aspects: government (establishing guarantee mechanisms, transforming management methods, establishing public expression mechanisms, introducing market competition mechanisms, establishing service evaluation mechanisms), university (changing current management systems, establishing incentive mechanisms), and library (providing semi-market product supply methods, providing effective operational mechanisms, developing diversified service models, establishing new service management systems, and establishing social service consciousness) [29].

(2) Leveraging Characteristic Professional Advantages to Participate in Government Purchase of Services. Government purchase of services refers to the mechanism by which market forces are utilized to transfer part of the public service matters directly provided by the government and service matters required for government performance to qualified social forces and public institutions through certain methods and procedures, with the government paying fees according to contract agreements. The advantages of academic libraries are reflected in their collection resources, technical equipment, and professional librarian teams. They not only have rich paper and electronic collections but also self-built characteristic collections. Leveraging the advantages of academic libraries to participate in government public service delegation or library service project purchase is a feasible model to solve current operational mechanism and cost compensation problems in academic library provision of public cultural services, exploring the establishment of an effective and reasonable interest balance mechanism and breaking through obstacles to advancing public cultural services [30]. Shen Guangliang proposed that academic libraries could participate in public cultural services through long-term service purchase, task-based service purchase, and performance-based service purchase. After signing purchase contracts, they can provide public cultural service content such as book and material supply, direct service opening to social residents, joint cultural activi-

ties with communities, community cultural management service talent training, and community resident skill training [31].

3. Paths for Academic Libraries to Participate in Public Cultural Services

Academic libraries can find participation points in every service link of public cultural service supply and space operation, and can also find participation surfaces from multiple chain branches of public cultural services. They can cut in, embed, and combine points and surfaces to accurately position themselves and actively and positively cooperate with cultural social organizations to fulfill their social service functions. Based on the current status of academic library participation in public cultural services, five paths for academic library participation can be analyzed.

3.1 Participating in Public Cultural Service Supply via Library Societies

The China Library Association is a national, academic, and non-profit social organization registered according to law. The revised “China Library Association” charter on July 20, 2015 added to its business scope the item “actively undertake functions transferred from the government, actively participate in government purchase of service projects from social organizations, and promote the socialized development of the library cause.” Li Guoxin proposed that cultural social organizations are the main force for government purchase of public cultural services [32]. Ma Jun proposed that the China Library Association, as a cultural social organization, is one of the main forces relied upon by the government to provide government purchase of public cultural services through socialized mechanisms and methods [33]. Academic libraries are public institutions with administrative functions and can participate in public cultural service supply through the China Library Association and local library associations. The socialization of public cultural services and the diversification of supply subjects are core contents of structural reform on the supply side of the public cultural field. Academic libraries can become one of the participating supply forces to provide resource supply, service supply, talent supply, and space facility supply.

3.2 Participating in Public Cultural Space Operation Through Reading Promotion Activities

In recent years, academic libraries across the country have opened information sharing spaces that meet readers’ needs for learning and discussion, leisure and entertainment, social interaction, reading, meditation, and entrepreneurship. These spaces are equipped not only with tables, chairs, projectors, speakers, whiteboards, and wireless networks but also with consulting librarians and technical experts for guidance. The library of Shenyang Normal University uses personalized multi-functional sharing spaces such as the Mingde Lecture Hall

(established for classic reading), the Starry Sky Creative Picture Book Hall (tailor-made for the School of Preschool and Primary Education, integrating teaching assistance and reading promotion), and the Recitation Space (providing audio for recitation, reading, and singing) to carry out academic exchanges, teaching training, creative displays, innovation competitions, club activities, film and music appreciation, and recitation and solfeggio activities [34]. The unique space resources of academic libraries have expanded service areas for public cultural services. They can rely on existing space resources to open to social readers for limited periods, providing venues for reading promotion activities. They can also, like Chongqing University, directly build reading spaces within the library to invite off-campus readers into the library, leveraging the spatial radiation effect of academic libraries. They can also, like Guangxi University of Science and Technology Library, participate in community space construction and go into communities to carry out reading activities.

3.3 Integrating into Public Cultural Service Talent Team Quality Improvement Plans Through Coaching and Training

To create national public cultural service system demonstration zones and improve the overall effectiveness and service capacity of grassroots public cultural service teams, many provinces, municipalities, and districts have included public cultural service talent team quality improvement plans in their planning. Tianjin Binhai New Area cultivates a group of young librarians with strong professional capabilities and potential through inviting expert coaching, participating in practical training at famous libraries, and other methods. It organizes advanced seminars on public cultural service systems and backbone training classes for grassroots cultural administrators, implementing the “Mass Culture Star” cultivation plan through methods such as famous expert lectures and evaluations, field visits, and experience exchanges. It also requires incorporating public cultural service content into cadre training plans and local party schools, administrative colleges, and cadre college teaching systems. Seizing this opportunity and leveraging talent advantages, academic libraries can not only invite young librarians from cultural and library institutions for short-term exchange training in the library but also go out to provide professional knowledge coaching, special lectures, and practical training for grassroots cultural administrators in the form of public lecture volunteer practical activities.

3.4 Participating in Central and Western Cultural Poverty Alleviation Through Government Delegation or Service Purchase

Libraries in central and western regions are relatively weak in terms of facilities, resources, and human resources. Precise cultural poverty alleviation has become an important way to break through the bottleneck of equalization of public cultural services. Academic library participation in government service delegation or project purchase can achieve a win-win situation for the government, society, and academic libraries. Duan Xiaohu proposed that with support

from government special funds, academic libraries could provide comprehensive intellectual support for management, services, and professional construction of poverty-stricken county libraries through a “paired assistance” plan [8]. Tan Yinhan proposed that government purchase of services is a means to activate the social service motivation of academic libraries [35] and a driving force to activate all types of libraries within the region, including academic libraries, to jointly and actively serve regional residents [36]. Cao Meiqin proposed a government-led, delegated management, contract-bound, and performance-evaluated government purchase of service operation model for rural libraries in central and western regions, providing effective reference for government purchase of academic library services for central and western cultural poverty alleviation [37]. Gong Fei and Wang Yao proposed that implementing precise cultural poverty alleviation in local academic libraries is conducive to improving the “targeted irrigation” effect of cultural poverty alleviation. The library of Jishou University leverages its regional industry leadership advantages to participate in cultural projects of the university and local government, strengthen the integration of grassroots networked and digital public cultural resources, and provide cultural decision-making information for local functional departments at all levels. Since 2009, it has carried out scientific and technological commissioner 定点 cultural poverty alleviation for universal reading promotion and rural book house construction in Fenghuang County [38].

3.5 Participating in Public Digital Cultural Services Research Through Library Alliance Forms

Huang Xiaoyu and Tang Lixing believe that the relationship between library alliance organizations and the public cultural service system is a multi-level interactive development process that influences and embeds each other from micro to meso to macro levels [39]. Currently, the China Academic Digital Library and Information System (CALIS) document delivery platform has, through multi-party and multi-year efforts, broken through system and industry restrictions and integrated resources from university libraries, the National Library, Shanghai Library, and the National Science and Technology Library and Documentation Center to provide services for users. The Digital Library Promotion Project is another public cultural resource database following the National Cultural Information Resource Sharing Project and the Public Electronic Reading Room Construction Plan. It builds a digital library network system covering provincial, municipal, and county-level libraries with digital libraries at all levels as nodes. It belongs to the form of vertical systematic alliance. The “13th Five-Year Plan” public digital culture construction plan proposes encouraging public cultural units, higher education institutions, and high-tech cultural enterprises to cooperate to carry out key technology research and development and develop public digital cultural products according to the actual needs of public digital culture construction. It also proposes strengthening cooperation with public cultural service institutions, scientific research institutes, higher education institutions, and cultural enterprises to build a professional technical

talent exchange platform. If we can learn from CALIS's successful experience in resource integration, break industry barriers, promote interconnection between various public digital cultural service platforms and university digital library platforms, and integrate the education system's university library alliance with the cultural system's digital library promotion project to form a cross-system, cross-industry, and cross-region vertically and horizontally interwoven new public cultural service network system, providing massive resources for public digital cultural services would be a major breakthrough for academic library participation in public cultural services.

Academic libraries participate in auxiliary public cultural services through library societies, with reading promotion and coaching training as main functions, and participate in public cultural service system construction through library alliance forms and government delegation or service purchase. Academic library participation in public cultural services can be implemented in four stages: from local academic libraries to horizontal regional library consortia, to cross-system library alliances in the same region, and to vertically and horizontally interwoven national library alliance networks. While fully playing the educational functions of academic libraries, their social functions should be expanded to add a social service center while building them into campus literature and information centers, knowledge service centers, cultural inheritance centers, and autonomous learning centers. It is hoped that more favorable policies for academic library participation in public cultural services will be introduced in the near future to help academic libraries explore and innovate more and newer models for participating in public cultural services.

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Research Status and Path Analysis of Academic Libraries Participating in Public Cultural Services in Recent Ten Years

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Abstract: [Purpose/significance] Academic library's participation in public cultural service is an important means for university library to integrate effectively into public cultural service system, and this research can provide references for further research on socialization function of academic library. [Method/process] It analyses the present situation of academic libraries' participation in public cultural services in recent ten years by using cluster analysis and content analysis. [Result/conclusion] The main focus is on the service orientation, the participation in public digital cultural service, and the participation in the local public cultural service. Five paths are put forward.

Keywords: academic libraries; public cultural service; participation; government purchase; service delegate

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

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