

## Postprint: Research on the Service Quality Evaluation Indicator System for Archival Websites from the User Perception Perspective

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### Abstract

[Purpose/Significance] From the user perception perspective, this study analyzes and researches the evaluation of archival website service quality, providing theoretical support and reference for the improvement of archival website interface design, technical support, and service quality. [Method/Process] Through preliminary research results, a preliminary evaluation system for archival website service quality was constructed. Exploratory factor analysis was conducted on valid samples from the questionnaire using SPSS 19.0. This method was employed to revise the preliminary system twice, and the revised evaluation system was analyzed and discussed. [Results/Conclusion] An evaluation system for archival website service quality was constructed, which can comprehensively measure the service effectiveness of archival websites from the user perception perspective.

### Full Text

#### Preamble

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Research on the Evaluation Index System of Archive Website Service Quality from the Perspective of User Perception\*

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#### Abstract

[Purpose/Significance] This study analyzes and investigates the service quality evaluation of archive websites from the perspective of user perception, providing theoretical support and reference for the improvement of archive website

interface design, technical support, and service quality. **[Method/Process]** A preliminary evaluation index system for archive website service quality was constructed based on initial research findings. SPSS 19.0 was employed to conduct exploratory factor analysis on valid questionnaire samples, and this method was used to revise the preliminary system twice, followed by analysis and discussion of the revised evaluation system. **[Result/Conclusion]** An evaluation system for archive website service quality was constructed, which can comprehensively measure the service effectiveness of archive websites from the perspective of user perception.

**Keywords:** User Perception; Archive Website; Service Evaluation

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With the rapid development of internet technology and the accelerated pace of archive informatization construction in China, domestic archival institutions have successively established their own websites. Archive websites represent a crucial component of archive informatization and serve as an important platform for enhancing archive information sharing. Regarding the evaluation of archival websites, some Chinese institutions have conducted preliminary attempts in practice. Renmin University of China carried out the “Archive Website Survey and Evaluation Project” three times in 2006, 2011, and 2015, providing comprehensive rankings for provincial archive websites in China [1-3]. Evaluating archive websites to understand their current status and identify deficiencies constitutes an important pathway for promoting the development of archive informatization.

Faced with new objectives and requirements, research on archive website information services has increasingly attracted attention from scholars both domestically and internationally. X. Wang et al. proposed a method for evaluating government archive websites based on the GHFHWD model (fuzzy hybrid weighted distance model) and demonstrated its practicality and effectiveness [4]. S. Ellispeterson et al. showed how to improve the online experience of users of library and archive websites through prototyping technology and provided an improvement approach for such websites [5]. Z. Cheng et al. introduced the application of Web 2.0 technology in personalized services on digital archive websites and proposed relevant strategies [6]. K. Martin et al., using the U.S. government website archiving project as an example, discussed the web archiving process [7]. J. Meyerson et al. proposed a user-centered design (UCD) framework for systematically improving the online archival experience of professional researchers [8]. The existing literature reveals that foreign research on archive website services focuses on technical aspects, with scarce involvement in service evaluation studies. In contrast, domestic scholars have conducted more in-depth research with diverse perspectives and methodologies. Chen Xiaohui et al. constructed an evaluation system using the analytic hierarchy process to quantify evaluation indicators for three different types of websites: archival institution websites, archival administrative authority websites, and record-creating unit

websites [9]. Liang Menghua constructed an initial index system for archive website service quality evaluation from five dimensions: information availability, information usability, information adequacy, information professionalism, and service interactivity, and optimized the index system through item analysis and mean value analysis [10]. Niu Li et al. conducted an evaluation study on the influence of provincial archive websites in China using network link characteristics and traffic features as indicators [11]. Li Zongfu et al. employed link analysis to evaluate and rank provincial archival bureau websites in China by relevance and proposed optimization strategies based on the evaluation results [12].

A comprehensive analysis of domestic and international research findings indicates that scholars share a consistent research intention regarding archive website service quality, though their perspectives vary. Current evaluation methods for archive websites primarily rely on subjective scoring and analytic hierarchy process, which are highly subjective, while studies from the perspective of archive users are relatively limited. This article analyzes the functions and services of archive websites from the perspective of user perception and experience, explores evaluation approaches for archive websites, and holds profound theoretical significance and practical value for promoting the harmonious and efficient development of archive websites.

## 2 Principles for Constructing the Archive Website Evaluation Index System

### 2.1 Feasibility Analysis of Constructing the Archive Website Evaluation System Based on Exploratory Factor Analysis

Exploratory factor analysis is a research method that determines the optimal factor structure of a scale through multiple factor analysis procedures [13]. Currently, this method has been widely applied across various disciplines, addressing issues in fields such as China's regional innovation capability evaluation [14], transportation science and technology project evaluation [15], library information service quality evaluation [16], and cross-border e-commerce platform evaluation [17]. Lu Yang et al. utilized dimensionality reduction-factor analysis to construct a library information service quality evaluation system, demonstrating that three extracted indicators—resource factor, mechanism factor, and service factor—could represent 82.98% of the characteristics of the entire sample, achieving dimensionality reduction of the original index system and identifying key factors affecting information service quality [16]. Xie Suhua et al. applied exploratory factor analysis to transportation science and technology project evaluation indicators, completing dimensionality reduction of the input-output index system for western transportation science and technology projects and solving the problem of difficult quantification of such indicators [15]. The above research findings fully demonstrate that the dimensionality reduction-factor analysis method offers significant advantages for evaluation in-

indicator screening, including low indicator repetition rate and high indicator explanatory power, effectively solving quantification problems in social science research.

Therefore, this study employs exploratory factor analysis to construct an archive website service quality evaluation index system. Based on a comprehensive evaluation of archive website service quality, dimensionality reduction is performed to decrease the number of factors, enabling the evaluation of archive website service quality using relatively fewer indicators and enhancing the usability of the evaluation system.

## 2.2 Selection of Original Evaluation Indicators

Archive websites are comprehensive platforms that provide comprehensive archival services to users. Their comprehensiveness is reflected not only in providing narrow and single archival services but also in integrating certain content from government current document utilization services. Simultaneously, this bureau-archives integrated service platform, established under the responsibility of archives (bureaus), provides a new channel for offline archival services, allowing users with archival needs to retrieve archival information on the website to obtain required information or acquire information through interaction with archival bureau service personnel on the website, thus offering users a convenient service channel.

To better reflect the objectivity and universality of evaluation indicators, this study selected indicators that have been mentioned in existing research findings as applicable. By compiling evaluation indicators from previous research, removing duplicate indicators, and incorporating the characteristics of archive websites described above, this study designed questionnaires and expert consultations on the classification of primary and secondary indicators for archive websites. The survey was conducted from December 2016 for three months, targeting archive website users and professionals engaged in archival information development, as well as experienced archival workers through face-to-face consultations and telephone interviews. Based on the survey results and expert feedback, combined with the characteristics of archive websites, the study ultimately determined four primary indicators and ten secondary indicators for archive website service quality evaluation, covering information resource construction, service interaction quality, platform interface and technology, and system functions. These indicators are universal, comprehensive, and operable.

The constructed preliminary evaluation framework for archive website user-perceived service quality is shown in Figure 1 [Figure 1: see original paper]. The framework consists of four primary evaluation indicators: information resource construction, service interaction quality, platform interface and technology, and system function. These four indicators are universal and general, encompassing the most fundamental and important content involved in archive website service quality from the user perception perspective, making them suitable for

comprehensive evaluation of website service quality from the user perception angle.

### 2.3 Index Screening Approach

The screening approach includes: Summarizing existing research findings on archive website evaluation, then using the expert survey method and questionnaire survey method to eliminate indicators that do not meet the research objectives, determining the primary and secondary evaluation indicators and their relationships, and establishing the initial framework for archive website service quality evaluation; Designing a pre-survey questionnaire based on the initial framework. The pre-survey results were used to supplement and revise the preliminary system, yielding the first revised evaluation index system for archive website service quality; Conducting the formal questionnaire survey and using principal component analysis and dimensionality reduction-factor analysis to perform exploratory research on the first revised evaluation index system;

Discussing and analyzing the exploratory research results to obtain the final archive website service quality evaluation index system, as shown in Figure 2 [Figure 2: see original paper].

## 3 Construction of Archive Website Service Quality Evaluation Index System Based on User Perception

### 3.1 Questionnaire Design Based on User Perception

User perception information refers to cognitive information composed of users' comprehensive impressions of a product, representing the "real moment" in the interaction process between users and service systems. Network service quality largely depends on user perception, and network users' perception information can reflect the actual situation of websites [13]. User perception information is generally obtained through questionnaires. Therefore, based on the archive website service quality evaluation framework, combined with preliminary literature research, expert interview results, and archive website characteristics, this study aimed to comprehensively measure archive website service quality and selected 44 tertiary indicators as the preset evaluation indicators for the archive website service quality evaluation index system. These 44 indicators were classified into ten secondary indicators according to their inherent attributes.

Based on the fundamental concept of user perception and the preset evaluation index system described above, combined with archive website characteristics and user usage patterns, a pre-survey questionnaire was designed by drawing on domestic and international literature research and expert interview results to anticipate and revise the preset index system. The pre-survey was distributed to users through the online platform "Wenjuanxing," with 167 questionnaires collected, of which 145 were valid. The researchers compiled and summarized answers to open-ended questions, ultimately adding eight tertiary evaluation indicators proposed by pre-survey participants: information format 趣味性 (in-

terest/engagement), information format diversity, information format standardization, online-offline integration, website compatibility, search result processability, help specificity, and sharing effectiveness. According to the nature and characteristics of these eight new tertiary indicators, they were classified under corresponding secondary indicators, and the evaluation model was reintegrated to form the first revised evaluation index system, as shown in Table 1 .

The final questionnaire included 57 questions, six of which asked about respondents' natural attributes such as gender and age, while the remaining 51 items were closed-ended questions about tertiary indicators in the first revised evaluation index system, designed to obtain data on user perception indicators. A 5-point Likert scale was used to measure each item, corresponding to 1 (no impact), 2 (minor impact), 3 (moderate impact), 4 (major impact), and 5 (very major impact). Users responded to questionnaire items based on their own feelings and expectations, and their actual perceptions of various evaluation indicators of archive website service quality were collected to assess the first revised rating index system constructed in this study.

### 3.2 Data Collection and Sample Structure

The data collection process in this study consisted of two parts. First, questionnaires were created through the “Wenjuanxing” online survey platform and distributed and collected via Wenjuanxing, QQ, WeChat, and other channels, yielding 421 questionnaires, of which 320 were valid. Second, the researchers conducted paper-based questionnaire surveys over one month by visiting public archives to evaluate public archive users' assessments of archive website service quality, collecting 123 questionnaires, of which 122 were valid. Therefore, the total number of questionnaires in this study was 544, with 442 valid questionnaires, representing an effective rate of 81.25%, which meets the predetermined sample size requirements.

**3.2.1 Sample Descriptive Statistical Analysis** In the valid sample, descriptive questions about respondents included five aspects: gender, age, education level, occupation, and frequency of archive website usage. The following sections present descriptive statistical analysis of these aspects in the valid sample. Through this analysis, the sample distribution and basic characteristics can be understood, with specific data statistics shown in Table 2 .

As shown in Table 3 , among the 442 valid samples, no significant deviation was observed in the proportions of gender, age, education level, and occupation among survey participants, all meeting research expectations. Regarding usage frequency, 82.36% of respondents had experience using archive websites, indicating that the vast majority of respondents had utilized archive websites and possessed some understanding of them. This demonstrates that sample evaluations of archive websites were based on personal usage experience and perceptions, meeting research expectations.

**3.2.2 Descriptive Statistics of Observed Variables** This study used SPSS 19.0 to conduct descriptive statistical analysis on the research sample, obtaining the mean and standard deviation of each tertiary indicator, as shown in Table 3 .

According to Table 3, among the 52 observed indicators, information authenticity (E2) had the highest mean value, indicating that respondents' most fundamental information need from archive websites is whether the information and archival content provided are authentic and reliable. According to standard deviation statistics for each indicator, 26 indicators had standard deviations greater than 1, suggesting significant differences in respondents' perceptions of these indicators. Indicators with deviations greater than 1 mainly concerned information content value and information format value. Therefore, the classification of information content value and information format value requires further discussion through analysis results.

### 3.3 Data Analysis

This study employed exploratory factor analysis to verify and revise the proposed first revised evaluation index system for archive website service quality, thereby establishing the archive website service quality evaluation system.

**3.3.1 Reliability and Validity Testing** This study used the  $\alpha$  coefficient developed by L. J. Cronbach, commonly employed in attitude scaling methods, for reliability testing [13]. When the overall scale's  $\alpha$  coefficient is greater than 0.9, it indicates very good scale reliability [12]. SPSS 19.0 was used to conduct reliability analysis on the questionnaire. According to the test results (shown in Table 4 ), the overall scale Cronbach's  $\alpha$  coefficient for this study was 0.977 > 0.9, indicating very high questionnaire reliability and allowing for further research.

**3.3.2 Practicality Test for Factor Analysis** Validity primarily evaluates the accuracy, effectiveness, and correctness of a scale, i.e., the degree of closeness between measured values and true target values [18]. This study used KMO sampling adequacy and Bartlett's sphericity test to analyze sample data validity. KMO testing of the research sample yielded the results shown in Table 5 . The sample data's KMO value was 0.973, greater than 0.8, indicating the scale was suitable for factor analysis [13]. The Bartlett's sphericity test significance level was 0, with an approximate chi-square value of 14568.428, suggesting that common factors might exist among original variables and that factor analysis was appropriate for verification [19].

**3.3.3 Principal Component Analysis** Based on the above analysis, the study sample data demonstrated good reliability and validity, indicating suitability for factor analysis. Principal component analysis was employed with eigenvalues greater than 1 as the criterion, without setting a predetermined

number of common factors to extract, and using maximum variance orthogonal rotation. The rotated factor loading matrix results were used to determine common factors.

SPSS 19.0 was used to conduct dimensionality reduction-factor analysis on the research sample, yielding common factor variances shown in Table 6 . Common factor variance, or communality, refers to the sum of squared loadings of each variable on each common factor. According to the Kaiser criterion, the average communality of items should preferably be above 0.70, or above 0.60 if the sample size exceeds 250 [20]. This study had a valid sample size of 442, with indicator variable communalities ranging from 0.516 to 0.754 and an average of 0.635, meeting the requirement of average communality greater than 0.60 and indicating good factor extraction results.

With eigenvalues greater than 1 as the benchmark for extracting common factors, indicators with maximum loading coefficients less than 0.45 were eliminated, while adhering to the principle that variables loading on a common factor should number more than three to be reasonable [13]. Using maximum variance orthogonal rotation and multiple iterations, five common factors were extracted, as shown in Table 7 . In factor analysis, if the cumulative variance contribution rate of retained factors after extraction reaches over 60%, it indicates ideal factor retention [13]. The analysis results of this study showed that the five extracted common factors had a cumulative variance contribution rate of 60.127%, indicating that the overall effect of common factor extraction in this study was quite ideal. Based on the rotated component matrix, common factors were identified, yielding the exploratory factor analysis results for observed indicators shown in Table 8 . After orthogonal rotation of 52 variables, four indicator variables were eliminated (information organization rationality, service fee rationality, information usability, and information usefulness).

## 4 Discussion and Analysis

The orthogonal rotation results shown in Table 8 represent the exploratory factor analysis results for the first revised evaluation index system of archive website service quality. The results reveal that some indicator loadings differ from the first revised evaluation index system, requiring further discussion and analysis.

Factor 1 loaded 15 variables. Compared with the first revised evaluation index system, the indicators loaded on Factor 1 included all original indicators from help function, sharing function, search function, and technical conditions. These indicators focus on external construction issues of archive websites, not involving archival content or information content itself, but rather reflecting user experience and usage of archive websites. Factor 1 reflects that from the user perception perspective, users categorize archive website functional experience and technical support under one common factor. Based on this analysis, the common factor was renamed System Function and Technical Conditions.

Factor 2 loaded 10 variables. Compared with the first revised evaluation index system, the indicators loaded on Factor 2 included eight indicators from information format construction, with the remaining two indicators—information standardization and information diversity—originally under the information content value construction secondary indicator in the first revised system but loading on Factor 2 after rotation. This indicates that users' understanding of information standardization and information diversity emphasizes information format construction, requiring redefinition and reinterpretation of these two indicators.

Factor 3 loaded 10 variables. Compared with the first revised evaluation index system, the indicators loaded on Factor 3 included all nine original indicators from interface design and link structure design in the first revised system. Additionally, the indicator of interaction method convenience loaded on this common factor after rotation, suggesting that users' understanding of interaction method convenience focuses on the interface design perspective, requiring redefinition and reinterpretation of this indicator.

Factor 4 loaded 7 variables. Compared with the first revised evaluation index system, the indicators loaded on Factor 4 included five indicators from information content value construction. The other two indicators—information source authority and information release detail—originally under the information format construction secondary indicator in the first revised system loaded on Factor 4 after rotation, indicating that users' perception of these two indicators emphasizes information content value construction. Archive website users' cognition of information content authority and detail concentrates on content value construction rather than format construction, requiring more precise definition and interpretation.

Factor 5 loaded 6 variables. Compared with the first revised evaluation index system, the indicators loaded on Factor 5 included six of the eight indicators from service quality and interaction process quality in the first revised system. These indicators focus on users' service experience with archive websites and should be included under the same common factor, consistent with the first revised evaluation index system.

In summary, based on the exploratory factor analysis results and analysis thereof, the first revised evaluation index system for archive websites was further revised, and indicators were described and interpreted, yielding the final archive website evaluation index system shown in Table 9 .

Compared with the first revised evaluation index system, the revised evaluation model reorganizes indicator categories and definitions from the user perception perspective. The revised model features clearer hierarchy, simpler attribution relationships, and tightly integrated internal logical relationships, comprehensively reflecting all aspects of archive website service quality. The structure was revised from three levels to two levels, enhancing the usability and operability of the archive website service quality evaluation index system.

## 5 Conclusion and Outlook

The archive website service quality evaluation system constructed in this study originates from the user perception perspective. Based on actual questionnaire survey and statistical results, the selection principle for evaluation indicators is the measurability of terminal indicators, employing quantitative evaluation methods. The system was constructed using exploratory factor analysis to screen and categorize archive website service quality evaluation indicators, demonstrating scientific rigor and other characteristics. The evaluation index system covers all elements of archive website service quality evaluation from five perspectives: system function and technical conditions, information format value construction, interface design and organization, information content value construction, and service and interaction. Evaluating archive service quality and its relationship with information content, platform, and technology from the user perception perspective promotes a new application stage of user-centered service concepts for archive websites. Although the constructed evaluation model consists of two-level indicators, the indicators feature strong logical relationships, high degree of refinement, and broad coverage, making them operational for specific evaluation objects.

In fact, discussion of the archive website service quality evaluation index system is not limited to theoretical research; more importantly, the constructed system should be applied in empirical studies. The assignment of weights to indicators in the archive website service quality evaluation system will be the focus of the authors' next research step, with empirical studies to be conducted to verify the universality and rationality of the system.

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#### Author Contributions:

Deng Jun: Proposed the overall research framework and structure;

Sheng Panpan: Conducted paper writing and data analysis;

Wang Ruan: Collected data;

Sun Zhenjia: Collected data.

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