

Analysis of Value Implications, Realistic Dilemmas and Breakthrough Paths of China's Public Cultural Service Construction in the Context of Digitization

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Abstract: In the context of digitalization, the construction of public cultural services in China is of great significance. It is an inevitable choice to promote the development of an information-based society and an important force to meet the cultural needs of the masses. In recent years, the digitization construction of China's public cultural services has made remarkable progress. However, in this process, there are still some constraints: a low level of legal protection services, a low level of platform co-construction and sharing, an obvious singularity of the main body of resource supply, and a need to improve governance capacity. In order to promote the high-quality development of the digitalization of public cultural services, we should focus on overall awareness and strengthen the construction of the digital legal system, platforms, resources and governance capacity, so as to give full play to its role in the provision of public cultural services and the satisfaction of people's spiritual and cultural needs.

Keywords: Public Cultural Services; Digitalization; People's Spiritual And Cultural Life.

1. Introduction

In May 2022, China issued the Opinions on Promoting the Implementation of the National Culture Digitization Strategy, which clearly states that "enhancing the digitalization of public cultural services" is an important task of the national culture digitization strategy, and makes overall planning and strategic arrangements for the digitization of public cultural services. As the public's demand for digital basic culture continues to grow, digital public cultural services, as an important part of China's public cultural services, will play an increasingly important role in bridging the "digital divide".

2. Importance of Building Public Cultural Services in China in the Context of Digitization

2.1. Digitalization of public cultural services is an inevitable choice to promote the development of information society

With the rapid advancement of communication technology, the use of cell phones for information gathering has become a habit. However, relying solely on face-to-face methods to provide public cultural services is not as effective in terms of audience reach or efficiency. With the development of the information society, public cultural service facilities are expanding to the network, which will surely provide the public with more diversified public cultural services and further enhance their effectiveness. Taking museums as an example, traditional museums are limited to static exhibitions, while digital museums utilizing virtual reality and augmented reality technologies can provide a clearer and all-round viewing experience of cultural relics. This is not only an important symbol of our entry into an information-based society, but also an important achievement of digitalization. In promoting China's public culture towards digitization, it is of great significance in promoting the development of the information society.

2.2. Digitalization of public cultural services is an important force in meeting the cultural needs of the masses

Digital technology, which stands for networks that provide people with round-the-clock, all-encompassing services, breaks the traditional limits of time and space. This technology meets the growing spiritual and cultural needs of people. The convenience of digital public cultural services makes it easy for people to access cultural resources and information, realizing a seamless "last-mile" connection with people and bringing cultural resources directly to them. For example, more than 640,000 farmers in Henan Province read, listen to plays and browse newspapers through the Internet. In Gansu, the official WeChat of the Jiayuguan Cultural Center, "Citizens' Lecture Hall," offers dance classes online to make it easier for people to learn dance moves from the instructor. In addition, even if you can't make it to a popular museum, you can still enjoy it at home through Cloud View, and there are even museums that offer VR experiences. From this, we can see that digitization has made the sharing of public culture better. Through the analysis of big data, we are able to accurately grasp the distribution of public cultural resources, the preferences of the public and their potential needs, so as to make fuller use of these resources and services. For example, in building digital farm houses, we are able to easily obtain the popularity of books and take measures to enhance their use and avoid waste. Through the application of digital culture, China's public cultural services will further enhance their attractiveness and influence, and meet the cultural needs of the people.

3. The Realistic Dilemma of China's Public Cultural Service Construction in the Context of Digitization

Although the Chinese Government has made some achievements in digitizing public cultural services, there are

still gaps and shortcomings when compared with people's demand for a better life and the building of a strong cultural nation.

3.1. Low level of legal security services for digital construction

Currently, Chinese law on the digitization of public cultural services is still limited to "public digital cultural construction", with libraries being the main focus. It also lacks specific provisions on the digitization of the entire public cultural service system, and there are legal gaps in terms of financial support, responsible parties, supporting guarantees, and disputes over intellectual property rights. At the same time, supporting legal policies and implementation rules need to be further improved. All these issues have an important impact on the sustainable development of the digitalization system of public cultural services. Although China currently has the Law of the People's Republic of China on the Guarantee of Public Cultural Services (hereinafter referred to as the Guarantee Law), the Regulations on the Promotion of Reading for All (Draft) (hereinafter referred to as the Regulations on Reading), and the Law on Public Libraries (Draft) (hereinafter referred to as the Law on Libraries), these three laws do not specify the role of digitization construction in public cultural services. For example, there is a lack of clear legal provisions on the security of the network use environment, the definition of intellectual property rights for digital resources, the development, norms, and systems for the network platform for public digital cultural services, and the digitized service terminals of public digital service facilities, thus making it difficult to ensure an accurate match between the cultural supply and the public's cultural needs at the legal level. The Reading Regulations and the Library Law do not contain sufficient specific provisions to protect digital public reading and digital libraries, and are unable to ensure that the accuracy of public cultural services is further enhanced through digital means. Therefore, Chinese law's provisions for the digitization of public cultural services still need to be further improved.

3.2. Low level of digitalization platform co-construction and sharing

The digital platform based on the National Public Culture Cloud is still dominated by libraries, and there are still some differences in the construction of cross-system platforms and the standardization of resources. On the one hand, in the construction of cross-system platforms, due to the fact that libraries, museums, cultural centers, press and publishing houses, radio and television broadcasting belong to different systems, there is a lack of a unified macro-control mechanism, and there is a lack of clear cross-system digital resources to share and co-construct supporting measures, which leads to a lack of awareness of the co-construction and sharing of resources between the various systems, and a greater emphasis on sharing and neglecting to share and co-construct, and even advocating free sharing. This makes it difficult to form an integrated public cultural digital service platform; on the other hand, in terms of resource standardization, the digital resource standardization of China's library system has made basic achievements, but the metadata standardization of museums, cultural centers, science and technology centers and other units varies greatly, making it difficult to integrate diverse resources, and a nationwide metadata resource base of public culture has still not been established. As a result, the

level of common construction and sharing of digital platforms still needs to be improved.

3.3. The singularity of the main body of digital resource supply is remarkable

In China, public cultural services are often viewed as an "administrative matter". Such services are led by the Government and provided to the public through a top-down administrative system. However, there are a number of problems in the implementation process, such as the government's "inertia" and the problem of "running culture". The resource supply model is still characterized by "strong government and weak society", which leads to a relatively single main body of digital resource supply, thus restricting the participation of social actors. Currently, Chinese social organizations mainly use government procurement, social operation and management in the supply of digital resources. However, there are relatively few cases in which social organizations participate in the supply of digital resources by setting up entities, sponsoring activities or donating products, which restricts the breadth and depth of social subjects' participation in the supply of digital resources. In addition, due to the pressure of assessment and evaluation indicators and the shortage of cultural professionals, the government-led purchase of public cultural services by the grassroots government often adopts a government-centered administrative logic rather than a user-centered service logic, resulting in an inaccurate grasp of public demand, and thus a disconnect between the government's purchased resources and the actual needs of the public and the level of social and cultural development.

3.4. The level of digital governance capacity needs to be improved

China needs to improve the management of digital public cultural services. First, in terms of digital infrastructure, China's public cultural service institutions provide free or preferential access and services, and are subsidized through special financial allocations. However, in some places, problems such as "shrinking investment", "investment obstruction", and funding shortages have occurred, resulting in relatively slow updating of public digital cultural resources, and fewer and less connected network resources. This directly affects the quality of services and also brings inconvenience to the public in using them. Secondly, in terms of digital operation capacity, there is insufficient research on digital operation services, insufficient mastery of digital technology, public cultural consumption and other information, still focusing on digital operation services within public cultural facilities, and a lack of Internet thinking, such as "mobile priority" and "network + public services", as well as a lack of knowledge about public digital cultural resources. There is a lack of "mobile first", "network + public service" and other Internet thinking, and insufficient innovation in digital operation mechanism. In addition, there is a shortage of talents. In the field of digital public cultural services, the academic and technical levels of practitioners cannot keep pace with the times. The construction of digital public cultural services requires relevant personnel to have relevant professional skills and knowledge structure, but due to the older age and lower cultural level of the practitioners, this will, to a certain extent, affect the construction effect of digital public cultural services is not obvious.

4. The Breakthrough Path of China's Public Cultural Service Construction in the Context of Digitization

In view of the current problems and dilemmas facing the construction of China's public cultural services in the context of digitization, this paper believes that the following paths can be referred to achieve a breakthrough.

4.1. Strengthening the legal system for digitizing public cultural services

The rule of law is an important means of ensuring the high-quality development of public cultural services. The development of public cultural services needs the support of laws and policies, and the state should clarify the development direction of public cultural services in terms of public welfare, standardization, equalization, digitalization, socialization and rule of law, and formulate perfect laws and regulations to guide the public cultural services to achieve high-quality development. For example, in the Law on the Protection of Public Cultural Services, "digital architecture" can be taken as an independent part, and detailed elaboration can be made on the general objectives, basic principles, responsibilities, financial guarantees, operation mechanisms and protection of intellectual property rights, etc.; according to the Law of the People's Republic of China on the Protection of Public Cultural Services, the Regulations (Draft) on the Promotion of Reading for All, the State should make clear the development direction of public cultural services in the public interest, standardization, equalization, digitalization, socialization and rule of law, and formulate perfect laws and regulations to guide public cultural services to achieve quality development. Regulations (Draft), and the Law on Public Libraries (Draft), focusing on the formulation of specific implementation provisions to continuously improve the digital supply of public cultural services and to enhance the degree of precision in the supply of public cultural services through digitalization; and to effectively safeguard, at the legal level, the precise match between the supply of public digital cultural services and the public's cultural demand, including through laws and regulations to ensure the public's use of the This includes adopting laws and regulations to ensure the security of basic information when using the Internet, the security of the web browsing environment and the security of relevant website links, avoiding copyright disputes over public digital cultural resources, and clearly setting specific standards for the provision of digital service terminals on network service platforms and public cultural service organizations at all levels.

4.2. Strengthening the digital platform for public cultural services

The construction of digital platforms is the basis for the digitization of public cultural services. It utilizes modern technology to integrate the massive information resources of libraries, museums, archives, cultural centers and other departments in various regions, and establishes a comprehensive public service platform for the public on the basis of infrastructure such as "Internet Plus", "Big Data", "Broadband China" and "Cloud Computing". "Internet+", "Big Data", "Broadband China", "Cloud Computing" and other infrastructures, to establish a comprehensive public

service platform for the public. The digitization of public cultural services involves multiple departments and units in various systems and regions, and the metadata basis of each system is not exactly the same, so it is necessary to establish a unified national leadership. The focus is on two aspects: first, the establishment of a specialized leading authority. A specialized leading organ should be established. Digitalization is an important direction in the development of China's public cultural undertakings. Under the overall framework of the National Coordination System for the Development of Cultural Affairs, the leading organ needs to coordinate the nationwide informatization construction of public cultural undertakings, and at the same time be responsible for the implementation of policies and inter-system collaboration. Second, establish a unified and standardized cloud platform. Gradually integrate all aspects of museums, cultural centers, art museums, science and technology centers, radio and television broadcasting and more than 100 local cloud platforms across the country to realize the connection of digital resources from different systems, effectively docking the local cloud with the national cloud to form a truly national cloud platform for public culture and to expand its coverage.

4.3. Strengthening digital resources for public cultural services

In order to break the dilemma of a single investor in China's public cultural endeavors, we can begin in the following three ways: first, we need to continue to improve the legal safeguards for the participation of social forces. In order to clarify the scope and responsibility boundaries of the participation of social forces, it is necessary to establish a performance evaluation mechanism for social forces in a manner determined by law and encouraged and supported, and to formulate relevant laws and regulations. This can effectively promote the enthusiasm of social forces' participation and eliminate worries. On the other hand, through the gradual establishment of a platform for social participation, corresponding professional qualification evaluation standards and bidding process specifications should be formulated, while experts in the field of public culture should be introduced to participate in the evaluation, so as to ensure the impartiality and professionalism of social forces' participation. It is also necessary to strengthen the training and construction of social service organizations so that they can better perform their public welfare functions. Simplify the registration procedures for social acceptance organizations and expand the scope of their participation. They can be corporate entities or non-governmental organizations, as well as universities, scientific research institutions and individuals. Encourage more social forces to participate in the development of digital cultural public products, and promote the diversification of the main bodies and forms of supply of digital cultural services.

4.4. Strengthening the digital governance system of public cultural services

In terms of infrastructure development, a high-level management platform should be constructed, giving full play to the supervisory function, coordinating departments at all levels, realizing cooperation between all levels throughout the country, and focusing on management. In terms of operational capacity, modern science and technology should be used as the basis for combining science and technology with public

cultural services. By integrating and applying a variety of information sources and dimensions, upgrading the digital equipment of public culture, strengthening the marketing, services and technical applications of public culture, and utilizing scientific and technological means to enhance the effectiveness of public cultural services. In terms of talent shortage, digital public cultural services need professional technicians with network, system, hardware and software development, information organization talents with data mining, resource integration and in-depth retrieval skills, information service talents with understanding of cultural creativity and user psychology, and information management talents with administrative skills. Therefore, we need to strengthen the cultivation of the digital talent team, establish a unified business training and exchange mechanism, improve the access and assessment system of professional skills, and cultivate a group of multi-faceted talents who know both technology and service, are good at management and have excellent technical and business skills in practice, so as to improve the overall quality of the digital talent team.

5. Conclusions and Outlook

In recent years, the digitalization of China's public cultural services has made great strides, playing a positive role in eliminating the digital divide and promoting the balanced development of public cultural services. However, with the acceleration of social and economic digitization, the digitization of China's public cultural services is still plagued by problems such as low levels of legal service guarantee, low levels of sharing, a single subject, and insufficient governance capacity. In response to the reality of the dilemma, we need to improve the relevant legal provisions based on the gradual construction of a unified digital platform, resource supply system and digital governance system, in order to achieve high-quality development of China's public cultural services. Moving forward along this path, we will usher in the prosperity of the digitization of China's public cultural services and realize the people's aspirations for a better cultural life.

In the future, we will continue to pay attention to the development of China's public cultural service construction in the context of digitization, and further explore ways to improve the quality and efficiency of public cultural services, so as to meet the people's expectations for a better cultural life.

In addition, China needs to continue its efforts in the digitalization of public cultural services, constantly explore new directions of development, and strengthen its publicity and promotion efforts in order to enhance public awareness and support for digitized public cultural services. Finally, we also expect the government and all sectors of society to work together to increase support for the digitization of public cultural services and jointly promote the development of public culture in China.

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