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# Improving the Construction of Public Cultural Service System and Enhancing the Service Ability of Public Libraries to Vulnerable Groups

-- A Case Study of Region B in Xinjiang

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**Abstract:** In the process of speeding up the construction of the public cultural service system in all respects, how to better conduct public cultural services for the vulnerable groups, provide knowledge help and service are the bounden duties of every public library, but also the best embodiment of the equalization and standardization of the construction of the public cultural service system. The formation of a fully covered public library service network must be accelerated, the talent incentive mechanism is innovated, the service supply and demand expression mechanism is built and improved, and the participation of social forces is actively introduced to enhance the service ability of public libraries for all levels of society.

**Keywords:** Public Culture; Vulnerable Groups; Service.

## 1. Introduction

The construction of a sound modern public cultural service system is an important part of the cultural construction of a modernized country, when protecting the basic cultural rights and interests of all people, it is necessary to pay more attention to and do a good job in public cultural services for social vulnerable groups and special populations, to increase the intensity of shifting the focus, resources, and services, and to give full play to the role of the public welfare cultural backbone units, so as to better protect the cultural rights and interests of the whole people.

## 2. State of Public Cultural Services for Vulnerable Groups in Public Libraries in Region B

### 2.1. Basic Building of Service System Network

According to the requirements of the state and the Xinjiang Autonomous Region on the construction of public cultural service system, constantly improving and innovating the service contents and methods of public library for vulnerable groups, and improving the service network for vulnerable groups, Region B has built integrated public book reading and cultural information resource sharing service system which takes regional library as the center, county and city libraries as links, villages and towns (streets), countryside (communities) libraries, rural bookstores as the basis, schools, units of libraries as supplement, covering the entire region, with full function, resource sharing, and standardized management. Up to now, the technical services extended by regional libraries have covered all county and municipal libraries in the region, as well as town and street cultural stations and street community cultural centers, basically realizing the integration of public library reading and the resource sharing of cultural information in the region.

### 2.2. Infrastructure Development has Been Strengthened

At present, public libraries in Region B have comprised more than 1 million books, more than half a million e-books, more than 30000 e-journals and more than 4000 videos. Moreover, national public cultural service projects have been utilized to improve services for children, the old, the disabled and other groups, "service points of respecting the old and helping disabled people outside the library" and "reading service points of parents and children" have been set up in some communities and towns, and bookshelves and books are distributed.

### 2.3. Financial and Technical Guarantees are Gradually in Place

The government of Region B has increased its financial investment in local public libraries, which has increased year by year over the past ten years, with an average annual increase of about 10%. Furthermore, the government has actively sought and used special funds from the Ministry of Culture's special funds for public cultural demonstration projects, has invested more than 1 million yuan so far, which has been used to carry out projects such as the purchase of equipment for public cultural services, and the development of support activities for vulnerable groups.

## 3. Shortcomings of Libraries in Serving Vulnerable Groups

### 3.1. Unequal Service and Demand

At present, many public library services are generally set up with reading rooms for the old, visually impaired reading room, children's and teenagers' libraries, etc., however, it was found that the utilization rate of the reading room for the old, visually impaired reading room is very low through the survey, and cultural centres for migrant workers are also less likely to see the figure of migrant workers. Through visits and

interviews, we have learned that the main reason for this phenomenon, it is that the cultural supplies and services provided by public libraries are not equal to or compatible with the cultural needs of the people they serve, and are not what the service groups need, thus affecting their utilization and use of the libraries.

## 3.2. Lack of a Perfect Service System

Most of the current public libraries in China have not yet introduced a perfect and effective system to regulate the differentiated services of libraries currently, especially for services targeting these vulnerable groups. Although all the public libraries in Region B are currently carrying out various forms of cultural services for vulnerable groups, the overall level of services is low and inefficient, failing to truly understand the actual needs of vulnerable groups, the services are arbitrary and unstandardized, the services provided are also very limited and cannot be carried out continuously. In view of the above-mentioned facts, the government and libraries themselves need to pay more attention to and emphasize the protection of the public cultural rights and interests of vulnerable groups, really understand and grasp their specific needs, make relevant policies and measures, and improve the level and quality of public cultural services.

## 3.3. Limited Quality and Ability of Service Protection Personnel

First, service consciousness of librarians is weak. They lack the consciousness of actively serve the vulnerable groups, and most of them stay in passive service; second, there is a lack of compound professionals. In order to do a good job of all-round public cultural services in the library, in addition to solid professionalism, it also needs to master sign language, braille reading, child psychology and other related knowledge, but at present, many of the service protection personnel do not have these compound abilities, which also partly affects the service quality of public library for the vulnerable groups.

## 3.4. Insufficient Publicity and Low Knowledge Rate

At present, the popular impression that public libraries give people still remains at the level of in library reading and external borrowing, they do not understand library's other functions and business and, it can be said that the knowledge rate of the library's other expansion functions and services is extremely low. Therefore, it is necessary to break the limitations of public libraries in their own publicity and make them more diversified and open, full-scale publicity should be actively developed, various types of media and platforms are, the exposure rate of the library is enhanced, and let more people understand and enter the library.

# 4. Reflections on Public Libraries' Ability to Enhance Cultural Services for Vulnerable Groups

## 4.1. Accelerating the Formation and Strengthening of a Sound Public Library Service Network in the Whole Society

### 4.1.1. Accelerate the Construction of Public Library Service Network

Full coverage of service networks is a basic premise for realizing and guaranteeing equal access of citizens to library public cultural services. It is necessary to actively promote the construction of extension service modes such as main branch libraries and mobile libraries (stations), realize the effective integration of resources and services of public libraries at all levels, rationally allocate cultural resources, and promote the extension of public library resources and services to the grassroots.

### 4.1.2. Building Resource Co-Construction and Sharing Mechanism

The co-construction and sharing planning and working mechanism of library resource is made, a library system is built with regional libraries in Region B as the core, county and city libraries as the auxiliary, and libraries of universities and colleges, libraries of scientific research units, and libraries of primary and secondary schools as the supplementary, break down the barriers, integrate all kinds of resources, and deploy the appropriate service openness mode, so as to let the limited resources play their role to the maximum extent; "The National Literature and Information Resources Sharing Project platform is used to the full, the co-construction and sharing of literature and resources is heavily promoted, complementary resource advantages are formed, the utilization rate of resources is improved, so as to meet the cultural needs of the masses to the maximum.

## 4.2. Building Service Supply and Demand Mechanism

### 4.2.1. Building Service Supply Research Mechanism

Public libraries should actively understand the needs and changes of the vulnerable groups for culture, go deep among the masses, investigate, study and understand their cultural needs and demands, form standing team of researchers, carry out long-term research and tracking, regularly update the data and information dynamically to grasp information change in timely based on building an information database of service objects.

### 4.2.2. Building a Sound Digitalized Information Service

The information database of vulnerable groups in the region is built and improved. Recording the reading preferences, reading methods, reading requirements, and utilization of public libraries for vulnerable groups in detail, understanding the subject's arrival time, reading preferences, participation in library activities and opinions on desired improvements through big data analysis, etc., based on this, adjusting and enhancing various services within the museum.

## 4.3. Innovating Personnel Management Mechanism

### 4.3.1. Building and Strengthening the Training Mechanism

Strengthening the training of librarians, regularly hiring experts and scholars in the field to carry out training and exchanges, strengthening the training of librarians in specialized knowledge such as sign language communication, braille computer operation, communication skills, etc., so as to continuously improve the librarians' professional ability.

### 4.3.2. Building Incentive Mechanism

Various effective incentives are used to encourage librarians and all kinds of people involved in public cultural services to innovate in their services, recognition, promotion, and rewards should be timely given to various innovations that are beneficial for improving service effect and high public satisfaction, moreover, adhering to the combination of

material incentives and spiritual incentives and tapping the potential of talents.

## 4.4. Doing a Good Job in Publicity and Voluntary Service Work

### 4.4.1. Strengthening Cooperation with Various Media

Public libraries should actively cooperate with TV stations, newspapers, portals, Wechat platforms and other media, publicize the messages and developments of the libraries in time, increase the public's understanding of the various services of the libraries, and let the public know more about the featured services therein, so as to create a social atmosphere of people reading, and attract people to enter the libraries.

### 4.4.2. Developing Volunteer Services

The volunteer service groups in the society are fully made used of, letting the volunteers participate in the work of the library and join the ranks of the vulnerable groups. Assisting the library to jointly serve the vulnerable groups, constantly enriching the contents of services, innovating forms of service forms, so as to better improve the service efficiency.

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