

Big Data Empower the Realistic Path of the Construction of the Rural Public Cultural Service System

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Abstract: The construction of the rural public cultural service system in the new era is an effective way to meet the needs of farmers' spiritual and cultural needs. In the context of the revitalization of rural culture, the construction of my country's rural public cultural service system mainly has outstanding problems such as lagging infrastructure, lack of cultural content, single service forms, lack of professional talents, and incomplete regulatory mechanisms. Under the background of big data empowering cultural production and services, big data can help achieve rural areas with accurate supply of cultural service products, continuous innovation in cultural services, convenient cultural services, scientific training of cultural services, and effective guarantee of cultural service management. The public cultural service system, realizing the vivid and lively rural culture of rural culture and the long-term development of rural cultural literacy, to promote the revitalization of rural culture and improve the overall level of rural public culture.

Keywords: Big Data; Rural Public Cultural Service System; Rural Cultural Revitalization.

1. Introduction

Today, global economic development and technological innovation are constantly promoting digital transformation and promoting digital development to all areas of society, including public cultural services. In October 2022, the 20th National Congress of the Communist Party of China put forward the goal of "coordinating the layout of rural infrastructure and public services, and building a livable, workable and beautiful countryside". In February 2023, the CPC Central Committee and the State Council issued the Overall Layout Plan for Digital China Construction, emphasizing "promoting the precision of digital social governance, in-depth implementation of digital rural development actions, and empowering rural industry development, rural construction and rural governance with digitalization". In this context, the application of big data technology has brought new development ideas to the field of rural public culture, and the use of big data technology to improve the rural public cultural service system has also become a feasible way to promote the revitalization of rural culture in the new era.

2. Prominent Problems in the Construction of Rural Public Cultural Service System in the Context of Rural Cultural Revitalization

"It is necessary to promote the integrated construction of urban and rural public cultural service systems, optimize the allocation of urban and rural cultural resources, improve the rural cultural infrastructure network, increase the total supply of rural public cultural services, and narrow the gap between urban and rural public cultural services." The rural public cultural service system is a systematic and holistic institutional arrangement formed by the grassroots government to meet the practical needs of rural residents to

participate in cultural production, life and consumption, and to provide basic and public welfare cultural service products to rural areas, and is an important part of China's public service plan, which is closely related to the most direct and realistic basic cultural rights and interests of the rural masses. In recent years, under the promotion of the state's vigorous promotion of the rural culture benefit project, the construction level of the four-level public cultural service system at the city, county, town and village levels has gradually improved, providing a certain guarantee for meeting the cultural needs of rural residents. However, the construction of the rural public cultural service system has also exposed many problems and shortcomings.

2.1. Infrastructure Lags

At first, Lack of project funding. Under the circumstance that the economy has been backward for a long time and it is difficult to form economies of scale, relatively little investment in cultural infrastructure construction in rural areas, coupled with unscientific planning and inadequate facility management of some local governments, restricts the development of rural public cultural service system. Second. Low resource utilization. Due to the lack of on-the-ground research and in-depth understanding, the planning of some local governments often does not meet or exceed actual needs, wasting a lot of resources. Or due to the lack of long-term strategic considerations and overall thinking, these plans often fail to support the sustainable development of rural cultural undertakings, resulting in "low infrastructure awareness and utilization rate, mostly in a state of empty shelling, idle and wasteful, especially the actual utilization rate of cultural service facilities such as township cultural stations, newspaper reading columns, and cultural squares is extremely low." "Third. Facilities are not well managed. Inadequate facility management means that public cultural services cannot function properly when they are put into operation. Such problems include inadequate maintenance and management of facilities, low utilization of facilities and

inadequate management mechanisms. For example, "the use of infrastructure as an ornament to cope with the inspection of superiors and the lack of attention to the cultural needs of farmers have led to the provision of infrastructure that is highly fungible and unattractive, and there is a serious imbalance between input and output."

2.2. Cultural Content is Scarce

At first, Single cultural activities. Rural public cultural services have a single content, lack of rich and colorful cultural activities and cultural connotations, and lack of rich and colorful cultural activities, such as cultural evenings, opera performances, calligraphy exhibitions, etc., which cannot meet the diversified cultural needs of the peasant masses. Second, Difficulty in cultural inheritance. "Under the influence of modernization, marketization and networking, the cultural life content and lifestyle of rural areas have gradually moved closer to the cities, resulting in the identity crisis of traditional local culture." With the development of modern science and technology, new cultural forms are emerging in urban areas, but these cultural forms are not fully disseminated and promoted in rural areas. Therefore, rural areas are faced with the dilemma of poor inheritance of traditional local culture and poor integration of emerging urban popular culture. Third, Lack of experience and resources. Due to the relatively weak market for rural cultural services, the corresponding experience and resources are relatively small. The limited experience of rural cultural service institutions and practitioners makes it impossible to guarantee the quality of cultural products. At the same time, the cost of collecting and integrating relevant resources in rural areas is also high, and it is difficult to collect high-quality cultural resources.

2.3. The Service Form is Single

At first, the form of transmission is boring. Traditional cultural propaganda and education methods and "direct indoctrination" supply forms still exist, and some scholars found in the survey of rural cultural construction, "61.58% of rural residents believe that local cultural products are not rich enough and many cultural needs are not satisfied, and the proportion of cultural products is as high as 31.97%." Second, the supply structure is unbalanced. "In terms of supply content, rural and urban public cultural services are highly homogeneous, mainly including reading books and newspapers, TV and movie broadcasting, cultural activities and other content, and lack rural 'endogenous' public cultural services."

2.4. Lack of Professionals

At first, Lack of high-end talents. On the one hand, due to the relatively backward economy in rural areas, living conditions are much more difficult than in cities, which has led to the reluctance of some high-quality talents to return to rural areas to work; On the other hand, rural areas have little development space and small promotion opportunities, and it is difficult for high-end talents to obtain a greater sense of achievement and belonging in rural public cultural undertakings. Second, Population movement and attrition. With the acceleration of urbanization, the rural population has flocked to cities and towns on a large scale and continuously, and the phenomenon of rural "hollowing" has become more and more serious, resulting in the lack of talents and vitality of rural grassroots culture. Third, Insufficient investment in

education. In the rural public cultural service system, especially in grassroots areas, due to the general lack of cultural service institutions and the lack of educational resources and training opportunities, the insufficient investment in education has been unable to meet the needs of talents in the field of rural public culture. The combination of these problems has led to the lack of professional talents in the rural public cultural service system, which seriously restricts the development of cultural services and brings difficulties to rural people in providing high-quality cultural services.

2.5. Inadequate Regulatory Mechanisms

At first, Decentralized regulatory responsibilities. The rural public cultural service system involves multiple departments, such as culture and education, and coordination and management require a good division of regulatory responsibilities. But in fact, the coordination between these departments is not smooth, resulting in regulatory blind areas and loopholes in rural public cultural services, and the regulatory standards of "effective coordination of various departments, serious multi-head management, and finally scattered and intertwined supply content, poor supply efficiency" are not uniform. Due to the lack of unified regulatory standards, the regulatory standards formulated by different regions or management agencies are different, resulting in incomplete regulatory mechanisms for the rural public cultural service industry, and it is prone to insufficient or excessive supervision. Second, Lack of information disclosure mechanism. Regulators should have information disclosure and disclosure systems, but in the supervision of rural public cultural services, in many cases there is a lack of effective information disclosure and disclosure mechanisms, resulting in some irregular and non-compliant behaviors being lazy loopholes. Third, Insufficient supervision. Due to human and material costs, cultural service institutions in rural areas are usually small in scale and insufficiently supervised. This has led to a lack of effective supervision of some cultural service institutions in terms of service quality and intellectual property rights.

3. Big Data Empowers the Construction of Rural Public Cultural Service System

Big data technology can make the rural public cultural service system accurate, efficient and convenient, which can not only improve the intelligent level of rural public cultural services, improve service efficiency and docking, but also innovate cultural service models, expand service scope and channels, achieve the service goals of large-scale, integrated and efficient rural public cultural services, and provide strong support for the innovation and improvement of service content of rural public cultural service system.

3.1. Precise Supply of Cultural Service Products

At first, User profiling and data analysis. Through big data analysis of multi-dimensional data such as different regions, ages, genders, and cultural backgrounds, we can deeply understand the interests and preferences, consumption habits and cultural needs of the audience, realize user portraits for cultural service providers, and provide users with personalized cultural services more accurately. Through big

data analysis technology, strengthen information collection and integration, provide more accurate and comprehensive data support and analysis for cultural service providers, help them better understand the current situation and demand of rural public cultural services, and adapt to changes in rural cultural services. For example, it can analyze factors such as household income and education level to achieve more accurate cultural service strategies. Second, Build an interconnected digital platform and resource management database for rural public cultural service projects. The digital platform and resource management database can provide more accurate and rich information for rural public cultural service projects, and help rural residents better understand and enjoy cultural products and services. At the same time, these platforms can also provide data analysis and feedback mechanisms to help governments and cultural service providers better understand the needs and feedback of rural residents, so as to optimize service supply and improve service quality. In addition, it can help rural public cultural service projects better manage and plan resources, improve resource utilization and efficiency, achieve accurate supply of rural public cultural products and services, and improve the actual experience of rural residents. In the process of building a digital platform and resource management database, it is necessary to take into account the cultural characteristics and needs of different regions and groups, and the content and dissemination methods of the platform need to be reasonably customized and designed, and at the same time, it is necessary to ensure the network use and information security of rural residents.

3.2. Continue to Innovate Cultural Service Content

1. Strengthen the planning and creativity of rural cultural content. In order to improve the specialization and modernization of rural cultural products, the planning and creativity of rural cultural markets can be strengthened. This includes market demand analysis and classification through big data analysis, promoting the personalization and specialization of cultural products, and supporting cultural innovation. 2. Strengthen rural cultural inheritance. Provide guarantees for rural cultural inheritance and innovation through cultural heritage inheritance and promotion of cultural activities. For example, modern scientific and technological means can be used to promote the digital display and distribution mode of culture and improve the communication efficiency and quality of cultural products. 3. Strengthen the integration of cultural resources. For example, the construction of a digital library will digitize the books, materials, films and television resources collected by the library, so that readers can access and borrow these resources through the Internet; Or through big data technology to conduct in-depth analysis of readers' preferences, recommend readers more in line with their interests, and improve the cultural literacy and reading habits of rural residents.

3.3. Efficiently Expand the Form of Cultural Services

1. Online cultural services. Through big data technology, the cultural needs of rural residents can be understood in real time and relevant cultural services can be provided through online platforms. For example, establish some online cultural communities and provide various cultural content and activities in the community, such as online reading, online

lectures, online performances, etc., to meet the diversified cultural needs of rural people. 2. multi-channel distribution service. According to the preferences of residents, a variety of cultural services are provided through various channels, such as the Internet, live TV, offline interaction, etc., to meet the needs of different levels and groups and ensure full coverage of cultural activities. In the case of multi-channel distribution services, the different preferences and cultural levels of different residents need to be taken into account. For example, some elderly people are not proficient in using Internet platforms and may prefer to participate in offline cultural activities; Some young people are more likely to share, like and comment on online platforms. Therefore, different types of cultural service channels can be designed based on local cultural traditions and the real acceptance of residents, such as cultural caravans, cultural into 10,000 homes, cultural public places and social media platforms, etc., to show their own strengths, complement and cooperate with each other. 3. Cultural off-site services. By building a cultural service platform, we provide remote cultural services for migrant workers, experience service needs virtually, enrich their spare time, and improve their happiness. For example, through intelligent recommendation and optimal cultural products, such as music, movies, food, beautiful scenery, etc., push relevant information, cultural "accompaniment" to them, and meet their amateur cultural and entertainment needs.

3.4. Scientifically Cultivate Cultural Service Talents

1. Establish a talent information database, including information on talent training background, professional knowledge and skills. The establishment of the talent database can realize the rapid storage and acquisition of professional talent information in the field of rural public cultural services, and further promote its development. 2. Tailor-made talent training program. Use big data technology to analyze the market demand and talent supply in the field of rural public cultural services, formulate corresponding talent training programs according to demand forecasts and supply and demand situations, and train urgently needed talents for the field of rural public cultural services to improve their professional capabilities and competitiveness. 3. Establish a talent evaluation system. Use big data technology to establish an evaluation system for rural public cultural service talents, conduct comprehensive evaluation and evaluation of professional talents, and provide effective sources and accurate evaluation of professional talents for cultural service institutions and enterprises, so as to build a high-quality cultural service talent team and improve the quality and effect of rural public cultural services.

3.5. Effectively Ensure the Management of Cultural Services

1. Delineate regulatory responsibilities and standards. Use big data technology to establish a unified regulatory standard system, clarify the division of regulatory responsibilities, consider the regulatory needs of different management levels and departments, and propose optimization strategies for relevant management docking. In this way, the supervision standards of rural public cultural services can be unified to a certain extent and the effectiveness of supervision can be increased. 2. Establish an information disclosure system. Use big data technology to establish information disclosure forms for cultural service organizations, including organizational

structure, business scope, service standards, etc., to facilitate consumers to understand the information of cultural service organizations, and judge the quality of institutions according to the analysis of big data, so as to guide market behavior. At the same time, a complaint platform can be established to facilitate effective interaction between cultural service institutions and service consumers. 3. Improve the monitoring system. Use big data technology to improve the data monitoring system of the rural public cultural service industry, comprehensively monitor and analyze the service quality, standards, prices and other aspects of cultural service institutions, and conduct real-time monitoring and early warning of abnormal situations in the cultural service industry; It can also use data mining technology to evaluate the service quality of cultural service institutions and provide effective strategies and guidance for supervision and management departments.

4. Conclusion

Big data empowers the construction of rural public cultural service system, which can break traditional geographical

constraints, provide more accurate, efficient and personalized cultural services, fully meet the multicultural needs of rural residents, enhance the inheritance and innovation of traditional culture, further promote the optimization and integration of cultural resources, effectively promote the digital and intelligent upgrading of rural public cultural services, and provide more solid information support for rural cultural revitalization.

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