

Discussion on Targeted Cultural Poverty Alleviation Strategies of University Libraries

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ABSTRACT

University libraries are crucial to targeted cultural poverty alleviation. The exploration of strategies for targeted cultural poverty alleviation is not only the need of the times, but also the mission of university libraries as knowledge halls. From multiple perspectives such as cognitive deviation of cultural poverty alleviation, this paper probes into the status quo and significance of university libraries' participation in cultural poverty alleviation. The models and strategies of university libraries participating in culturally targeted poverty alleviation are summarized, followed by corresponding suggestions, including establishing information databases for targeted cultural poverty alleviation, building targeted cultural poverty alleviation cloud platforms, and creating comprehensive and diversified supervision mechanisms to continuously improve the level of targeted cultural poverty alleviation.

Keywords: University library, Cultural poverty alleviation, Strategy, Innovation.

1. INTRODUCTION

In the report to the 19th CPC National Congress, General Secretary Xi Jinping called for resolutely winning the battle against poverty, mobilizing the efforts of the whole Party, the whole country and the whole society, insisting on targeted poverty alleviation and eradication, adhering to a large poverty alleviation pattern, and combining support for the poor with support for aspiration and wisdom. [1] As one of the core forces of targeted cultural poverty alleviation, university libraries play a key role in targeted cultural poverty alleviation projects. On the one hand, university libraries have public cultural service functions. With their advantages and corresponding social service functions, they participate and greatly contribute to local cultural poverty alleviation. On the other hand, by virtue of excellent digital management, most university libraries in China carry out accurate collection, updating and sharing of data resources. In combination with demographic information of poverty alleviation objects, they build multi-level cultural poverty alleviation databases through scientific classification, reasonably plan and build cloud platforms for targeted cultural poverty

alleviation, and thus provide better cultural poverty alleviation services for the objects of poverty alleviation.

2. STATUS QUO AND DEFECTS OF CULTURAL POVERTY ALLEVIATION OF UNIVERSITY LIBRARIES

2.1 Status Quo of Cultural Poverty Alleviation of University Libraries

In recent years, university libraries have been involved in targeted cultural poverty alleviation and made great contributions. However, some of them have defects in participating in local cultural poverty alleviation, including small benefits for poverty alleviation objects, low efficiency of poverty alleviation staff and poor implementation effect. Some universities have limited awareness and poor identification of targeted cultural poverty alleviation, hinting at the need to promote the practice, conduct academic research and strengthen cross-regional cooperation.

2.2 Cognitive Deviation of University Libraries

According to some university libraries, the *2015 Regulations on Libraries of Ordinary Institutions of Higher Learning* pointed out that "as academic institutions for higher talent training and scientific research services, libraries of ordinary universities and colleges mainly provide literature information services for university teaching and research activities and discipline construction". Since the *2015 Regulations on Libraries of Ordinary Institutions of Higher Learning* and related documents fail to specify the positioning of university libraries in cultural poverty alleviation, there is a common misunderstanding that university libraries are not the main part of public cultural services and cannot be the main force of cultural poverty alleviation. Cultural poverty alleviation is tacitly assumed to be the responsibility of local governments and cultural departments. This misconception of cultural poverty alleviation is against the spirit of poverty alleviation proposed at the Third Plenary Session of the 17th CPC Central Committee, which called for "giving full play to the positive role of enterprises, schools, research institutes, the military and all sectors of society in poverty alleviation and development". Only by leveraging their advantages, fulfilling their social responsibilities, cooperating with local cultural departments and actively participating in local cultural poverty alleviation, can university libraries serve local development in the spirit of cultural poverty alleviation. [2]

Because of the cognitive deviation of some university libraries, people or institutions in urgent need of cultural poverty alleviation are not provided with effective and timely assistance.

3. TARGETED CULTURAL POVERTY ALLEVIATION STRATEGIES OF UNIVERSITY LIBRARIES

3.1 Policy Support for Targeted Cultural Poverty Alleviation of University Libraries

Cultural poverty alleviation is not only an important part of the "five-in-one" general layout of building socialism with Chinese characteristics, but also a key task in the strategic plan of cultural development. [3] At the 25th Session of the Standing Committee of the 12th National People's

Congress on December 25, 2016, the *Public Cultural Services Security Law of the People's Republic of China* was passed [4] and implemented on March 1, 2017, marking a historic breakthrough in implementing the strategy of comprehensively governing the country according to the law in the public cultural sector. This is China's first comprehensive, overarching and fundamental law in the field of culture. As socialism with Chinese characteristics entered a new era, the *Public Library Law of the People's Republic of China* was enacted after the 19th CPC National Congress. It promotes the development of public libraries, protects people's basic cultural rights and interests, and highlights the importance of public culture in building a strong socialist cultural state. [5] The introduction of these policies and regulations provides a guarantee for university libraries to conduct targeted cultural poverty alleviation, and respond to the central government's request to promote public cultural services for social and cultural development.

3.2 The Resource Advantages of University Libraries Greatly Empower Targeted Cultural Poverty Alleviation

With their strengths in human resources, documentary resources and information technology, it is feasible for university libraries to be involved in poverty alleviation. Also, carrying out cultural and spiritual activities in poor areas with these advantages can promote the introduction of new technologies and the transformation of production methods.

First, there should be cultural and spiritual assistance to set the right values for poverty population, encouraging them to "overcome poverty" in their minds, and motivating them to get rid of poverty and become better off. In particular, spiritual and cultural support should be provided to special groups such as farmers and children left behind in rural areas. This ensures that they grow wise as they lift themselves out of poverty, and that children in poor areas have access to a more comprehensive and advanced education. Second, according to the objects of poverty alleviation, university libraries should invite technical professionals to provide all kinds of training and guidance. This makes up for weaknesses in industrial technology and helps poor households develop rural industries to increase their incomes. Professional books can be provided for poor farmers, and targeted online lectures can be held

using the network platform resources of university libraries, such as planting and breeding techniques, skills training, etc. Depending on the actual needs, local agricultural and pastoral researchers can also be invited to provide technical training and specific guidance. [6]

3.3 Objects and Contents of Cultural and Spiritual Poverty Alleviation of University Libraries

According to the analysis of different areas, the objects of university libraries' poverty alleviation can be summarized as poor areas, poor farmers and poor college students. A poor area can be a county or a village. By supporting libraries in poor counties and building grassroots libraries and cultural stations, some university libraries play a radiating role in cultural facilities. For poor farmers, university libraries mainly provide information consulting services and technical guidance to achieve targeted poverty alleviation. For poor college students, they mainly solve their difficulties in study and employment through humanistic care and material help.

In order to improve the effect of targeted cultural poverty alleviation, university libraries should perform scientific analysis to accurately identify the poverty alleviation objects. Through accurate identification of poverty population, libraries can rationally allocate poverty alleviation resources, avoid unreasonable allocation and maximize resource utilization. In the context of big data, they should accurately analyze the status quo of cultural resources in poor areas based on big data, identify the poverty population's educational level, family income and causes of poverty, and clarify the internal relationship between the poverty population and their living environment. Through scientific analysis of factors such as the link between the distribution of the poverty population and the environment in their area, a poverty population information database should be established. Second, libraries can use the internet, big data, cloud computing and other smart technologies to collect information on the distribution, education level, causes of poverty, property status and family status of poverty population, and conduct regular field visits, follow-up surveys and interviews to obtain information on the sources and composition of their income, their poverty alleviation status and the social security they receive, especially the causes of their poverty. Finally, according to the actual situation of the

poverty population, a dynamic information database for different categories of poverty population can be constructed for classification management, so as to achieve accurate identification.

3.4 Models and Paths of Targeted Poverty Alleviation of University Libraries

At present, university libraries at home and abroad mainly adopt three poverty alleviation models, namely, the intellectual support model to enhance the service soft power of libraries in poor areas, the outreach service model to help socially disadvantaged groups, and the win-win cooperation model between universities and local libraries. [7]

Since the central government put forward the strategic deployment of targeted cultural poverty alleviation, university libraries nationwide have made positive responses. For example, the library of South China University of Technology (SCUT) is targeted at Kongmei Village, Huilai County, Jieyang City, Guangdong Province. Based on its strengths in information resource services, SCUT's library supports the aspirations and wisdom of Kongmei Village through cultural services, advances its public cultural development and promotes its cultural poverty alleviation. First, it reviews cultural and historical documents documenting the village's unique "customs", promotes fine traditional culture and boosts cultural poverty alleviation. Second, it takes advantage of the cultural communication carrier function of the "SCUT Book Club" to build a bridge between the village and SCUT students, thus enhancing the villagers' cultural confidence and promoting targeted cultural poverty alleviation.

Another example is the circular bookshelf jointly set up by Xi'an Jiaotong University's library and Qishan County Library in Shaanxi Province, which has established effective cultural support between the two libraries. Xi'an Jiaotong University's library signed cultural support agreements with Yang County Library and Fuping County Library in Shaanxi Province, respectively. With their remarkable advantages, university libraries implement precise assistance, help build and improve the information services of libraries/rooms in poor areas, and use their secondary development of information resources to provide regular market data compilation for people in poor areas. Based on their resource advantages, they sift and refine relevant information, integrate it into books, or push it through SMS or official

WeChat accounts. Besides, university libraries regularly donate books, bookshelves, computers and other resources, equipment and facilities to libraries in poor counties/districts. This constantly improves the service effectiveness of libraries in poor areas and helps to fight poverty. As can be seen, it is an effective way to adopt the university-local library cooperation model and establish long-term cooperation based on resource sharing and mutual benefit.

From the perspective of targeted poverty alleviation, libraries should introduce scientific information technology into electronic information files of information databases for poverty villages and populations, timely collect cultural needs of poverty alleviation objects and carry out intelligent analysis, so as to form a list of needs for targeted cultural poverty alleviation. Through big data and cloud computing, they should establish a cultural information platform for poverty alleviation objects to aggregate data information from different regions, sectors and industries, so as to achieve accurate identification of poverty alleviation objects and find different ways to help poverty populations with different cultural needs. Cloud computing analytics should be employed to track the human and financial resources of cultural development in poor areas and the family information of poor households in real time, so as to have a comprehensive picture of the causes of poverty and the situation of returning to and lifting out of poverty, update the poverty information database in a timely manner, implement a dynamic implementation mechanism, and establish a targeted cultural poverty alleviation cloud platform integrating dynamic management functions. [8]

4. UNIVERSITY LIBRARIES SHOULD EXPAND THINKING AND INNOVATE NEW MODELS OF TARGETED CULTURAL POVERTY ALLEVIATION

4.1 To Create Rural Tourism Development Products With Local Characteristics

University libraries should take advantage of the internet to display special tourism resources in poor areas online, so as to enhance the spiritual and cultural values of people in poor areas, revitalize the local rural economy, promote cultural poverty alleviation, boost rural tourism, and make decisive efforts to combat poverty.

4.2 To Establish a Sound Assessment Mechanism for the Effect of Cultural Poverty Alleviation To Reasonably Evaluate the Policies and Measures Implemented by Poverty Alleviation Departments

A multi-level, all-dimensional and diversified monitoring mechanism should be constructed to continuously improve the level of cultural poverty alleviation.

The performance evaluation of university libraries' participation in cultural poverty alleviation should be established to identify problems, make improvements, and give appropriate rewards and punishments.

5. CONCLUSION

The targeted cultural poverty alleviation of university libraries is a systemic project that concerns the economic and cultural development of the whole society. Libraries, which are at the core of the cultural service system, should shoulder their historical responsibility to actively promote targeted cultural poverty alleviation. From the perspective of cultural poverty alleviation, university libraries are expected to make use of their advantages in technology and service methods to improve the economic and cultural backwardness of poor areas, [9] integrate the information and cultural needs of the target population into innovative poverty alleviation service models, and enhance their sense of accomplishment, gain and happiness.

AUTHORS' CONTRIBUTIONS

Hui Wang wrote the manuscript. Junfei Zhang contributed to revising and editing.

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