

# Exploration and Research on the High-Quality Development of Public Cultural Digitization

**Wen Zhihong**

*CPC Shanghai Xuhui District Party School (Administration Institute), Shanghai, 200030, China*

**Abstract:** *This paper aims to discuss the exploration and practice of the high-quality development of digitally empowered public cultural services. By analyzing the current situation and challenges faced by the combination of public culture and digital services, it aims to gain an in-depth understanding of the practices and achievements of public cultural digital services in improving service quality, meeting public demand, and improving resource utilization efficiency. Based on the practice and results of efficiency and other aspects, this paper puts forward strategies and suggestions to promote the high-quality development of public cultural digital services.*

**Keywords:** *Digitization, Public Culture, High-Quality Development*

## 1. Preface

In recent years, with the rapid development of information technology, industrial transformation represented by the digital economy has profoundly affected all aspects of social life, and has also set off a wave of digital transformation in the cultural field. The state has successively issued relevant policies to encourage the construction and improvement of cultural digital infrastructure and service platform, so the construction of public cultural digitization is particularly important.

## 2. The value of digital empowerment in public cultural construction

The digital construction of public cultural services is an upgrade and extension. It transcends the traditional service model and provides public cultural target groups with a brand new way to obtain rich culture.

### 2.1 Digitization of public culture integrates Chinese culture from form to content

Chinese culture is vast and profound, and has long been scattered throughout the country. As grassroots public cultural institutions continue to be established and strengthened, although cultural resources are constantly being centralized and presented, they are still generally fragmented, lacking sufficient integration, not easy to form a synergy, and not conducive to preservation, utilization and development. The National cultural digitization strategy requires public cultural institutions to incorporate the collection and processing of cultural resource data into their daily work, and promote and improve the construction of various cultural databases. Through the interconnection of the national cultural private network, the scattered "cultural islands" are opened up, and the overall style of Chinese culture is displayed. "Using and grasping the whole" and "showing the whole picture of Chinese culture"<sup>[1]</sup> are conducive to laying a solid foundation for the modernization of Chinese culture.

At a deeper level, the digitization of public culture is also conducive to forging a sense of community among the Chinese nation's pluralistic and integrated whole, which has become the ideological foundation for Chinese cultural modernization. In the revolution and construction under the leadership of the Communist Party of China (CPC), the sense of community for the Chinese nation has gradually formed, and the construction of the public cultural service system has been further strengthened and consolidated since the new century.<sup>[2]</sup>

Public cultural digitization has deepened and modernized the construction of the public cultural service system, and is an important element in the high-quality development of public cultural services. Through "integration" and sharing, as well as the people's nature and fairness, it has further strengthened the identity of people of all ethnic groups and grass-roots people with Chinese culture and

socialism with Chinese characteristics, and has made it easier to create a sense of community. A sense of community is more likely to emerge. As the public cultural digitization advances, the integration of culture continues to strengthen the sense of community of the Chinese nation, and will continue to manifest the "Chinese Spirit" and "Chinese Strength".<sup>[3]</sup>

### ***2.2 Public culture digitization vitalizes cultural resources and enhances the quality of public cultural services***

In the construction of traditional public cultural services, there has been a misalignment or even a serious detachment between supply and demand in many places. The national cultural digitization strategy emphasizes supply-side digitization, "optimizing both new additions and transforming stocks"<sup>[4]</sup>, strengthening the sharing of public cultural resources, providing accurate services in a digital way, optimizing reception terminals, and "highlighting the sense of science and technology, fashion, intelligence and modernity of the modern public cultural service system", and vigorously enhancing the people's sense of access to basic public cultural products. The feature of "modernity" has greatly enhanced the people's sense of access to basic public cultural products.<sup>[5]</sup> Public culture is shared, and digitization will infinitely amplify it in space and time, which is more conducive to the people's access, and giving them a stronger sense of access. If we want to introduce digital models to innovate public cultural services, we should do the following: Firstly, public cultural services use virtual reality, 5G technology, digital content creation, etc., to create digital public cultural services, so that the public can enjoy the cultural charm across time and space anytime and anywhere.

Secondly, the cultural connotation of local characteristics can be digitized and transformed into public cultural products with regional characteristics to create a new experience of public cultural services. Through digital libraries, virtual museums and other diversified online cultural services, the cloud interaction between culture and target groups can be realized, helping to realize the common construction and sharing of cultural resources among the people.

Therefore, in-depth exploration of the evolutionary trends at the intersection of digitization, networking and intelligence, and upgrading the level of public cultural services with the help of information technology are of great value in meeting the growing spiritual and cultural needs of the people, promoting the high-quality development of cultural undertakings, and building a strong cultural nation.

### ***2.3 The digitization of public culture expands the surface of public cultural services and is more conducive to stimulating cultural innovation.***

Public cultural services nurture cultural industries, incubate cultural innovation, and provide the basic conditions for stimulating the vitality of cultural innovation and creativity for the entire nation, and the construction of public culture digitization stimulates the vitality of cultural innovation and creativity more vigorously at the same time as it promotes incubation.

First of all, it is to stimulate the vitality of the cultural resources of various public cultural institutions, so that they can become cultural data that can be traded, and the innovation of unlimited time and space is "alive"; secondly, it also encourages the public cultural institutions to obtain income through the development and sharing of cultural resources and data to stimulate motivation, and accelerate the pace of cultural innovation; and again the most important thing again is that the people can "get their hands on" the data of public cultural institutions.

The incubation of public cultural services stimulates the vitality of cultural innovation and creativity, which can lead to the formation of more and better cultural and creative products, cultural projects and cultural industries, and the public culture digitization is conducive to making them bigger and stronger and forming a digital cultural industry. Driven by the Palace Museum, Dunhuang Museum and Emperor Qinshihuang's Mausoleum Site Museum, on the one hand, cultural and expo institutions all over the country have been relying on the precious cultural relics resources of their units to research and develop digital cultural and creative products, forming cultural projects and promoting the development of regional digital cultural industry; on the other hand, cultural enterprises all over the country have been participating in the digital cultural and creative research and development of various cultural and expo institutions, and have been continuously making the relevant cultural projects bigger, stronger, deeper and more sophisticated, which has become an important support for the digital cultural industry.<sup>[3]</sup>

### **3. Current Situation and Challenges of Digitally Enabled Public Cultural Services**

In China, the implementation of digitally empowered public cultural services has achieved remarkable results, but at the same time, it is also faced with a number of problems and challenges to be solved.

#### **3.1 Current status of digitally enabled public cultural service construction**

##### **(1) National policy support**

In recent years, China has paid great attention to the digital transformation of culture. In 2020, for the first time, the Fifth Plenary session of the 19th Central Committee of CPC proposed the "Implementation of the digital strategy of the cultural Industry", accelerating the development of new cultural enterprises, cultural formats and cultural consumption patterns, and clarifying the timetable and road map to build a strong socialist culture by 2035. <sup>[6]</sup>In 2021, "Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and Vision 2035 of the People's Republic of China" proposed to "accelerate the digital development, and build a digital China". Meanwhile, in the field of culture, it explicitly required to "develop socialist advanced culture and strengthen China's cultural soft power" and "develop a strong socialist culture in China". <sup>[7]</sup>On the basis of the digital China strategy and cultural power, in May 2022, the General Office of the CPC Central Committee and the General Office of the State Council issued the "Opinions on Promoting the Implementation of the National Cultural Digitization Strategy" (hereinafter referred to as the "Opinions"), which puts forward the implementation of the "National Cultural Digitization Strategy", and deploys digital transformation and development of the cultural undertakings in eight key aspects, and explicitly proposes that the digital transformation of the cultural undertakings should be carried out. The Opinions proposed the implementation of the "National Cultural Digitization Strategy", which deploys the digital transformation of cultural undertakings in eight key areas, and explicitly stated that "by the end of the '14th Five-Year Plan' period, the cultural digitization infrastructure and service platform will be basically completed, and a cultural service supply system that is integrated and interactive and with a three-dimensional coverage will be formed."<sup>[8]</sup> The "Overall layout planning for digital China" issued in February 2023 once again refers to the national strategy for cultural digitization, proposing to build a confident and prosperous digital culture, enhance the capacity of digital cultural services, and promote the construction of digital culture to leap to a new level. <sup>[9]</sup>In addition to policy support, the government has also set up special funds by economic means, using financial capital investment to support cultural units to carry out digitization projects. For enterprises and individuals engaged in the digital cultural and creative industries, the government has also given support in the form of tax incentives to encourage the development of digital public cultural services. The implementation of these policies and economic instruments has provided strong support for digitally-enabled public cultural services and promoted the new development of culture. At the same time, they have also provided an important guarantee and impetus for the popularization and accessibility of digital public cultural services.

##### **(2) High-tech overlay empowerment**

New technologies such as big data, artificial intelligence and virtual reality are widely used in the field of public cultural services, and 5G technology is the foundation of digital empowerment, providing a high-speed and stable network environment for public cultural services, and helping to realize the rapid dissemination and interactive exchange of cultural resources. Through big data mining and analysis of user needs, the government provides accurate data support for public cultural services, and creates personalized services in a targeted manner. Artificial intelligence (AI) technology and virtual reality (VR) are also widely used in public cultural services, with intelligent voice assistants indexing and navigating virtual museums, enriching the form and content of public cultural services. To ensure that public cultural services are more lively and interesting, digital content creation technologies, such as animation, games and other digital content creation, enrich the way of cultural presentation, and attract the public to participate with cartoons, animation and other digital content.

##### **(3) Digital cultural resources are becoming increasingly abundant**

With the development of digitization technology, a large number of digital cultural resources created by various cultural institutions, enterprises and individuals have continued to emerge. For example, through digitization technology, historical and cultural heritage has been transformed into digital resources, which has enabled cultural heritage to be widely disseminated and permanently preserved, and has improved public awareness and understanding of cultural heritage. Through the

creation of digital libraries, a large number of books, documents and other resources have been made available online, making it convenient for the public to access and borrow them anytime and anywhere, and enriching the content of public cultural services. The Government has also launched a digital cultural cloud platform, which provides one-stop services by integrating various cultural resources and facilitates public access to and participation in cultural activities. It has also strengthened cross-border cooperation in the cultural field to create new cultural products and services and injecting new vitality into public cultural services. In the process of digitally empowering public cultural services, the enrichment of resources has provided the public with more diversified cultural experiences, met people's growing spiritual and cultural needs, and improved the quality and level of public cultural services.

### **3.2 Problems and challenges of digitally enabled public cultural service building**

The construction of digitally-enabled public cultural services is a continuous and dynamic process that requires constant maintenance, updating and synergy, and different barriers may be encountered in each of the four main processes of collection, distribution, use and feedback.

#### **(1) Low level of digitization and conservation techniques**

The digitization of public cultural resources needs to take into account the diversity and specificity of traditional culture, and the process of digitization should not be carried out simply by means of modern technology, but should pay more attention to the intrinsic qualities and cultural background of traditional cultural resources.<sup>[10]</sup> Secondly, many of China's cultural resources are decentralized, and the phenomenon of data silos among various units is relatively serious. In this way, the integration of digitized cultural resources is difficult, and it is difficult to meet the diversified needs of people. In addition, the digital construction of cultural institutions does not use the same standards and norms, which leads to different degrees of digitization of cultural resources, and it also makes the integration of digital resources very difficult. Finally, the technical level of digitization and protection of public culture in China is relatively backward. The storage, transmission, use and sharing of public digital cultural resources are inevitably subject to various forms of attacks and infringements, making it difficult to effectively protect the security and integrity of public digital cultural resources.

#### **(2) Uneven development between regions**

Digital-enabled public cultural services have made overall progress, but there is a large gap in digital literacy between regions, there is a large development imbalance, the majority of rural and remote areas of the masses of digital literacy is relatively low, rural bookstores, libraries, etc. is difficult to realize the digital encoding, and the public cultural digital supply of a single less profitable, the enterprise lack of development enthusiasm. This affects the popularity and effectiveness of digitally empowered public cultural services, so the effectiveness of public cultural digital services is low.

At the same time, there is a lack of unified thinking on digitally enabled public cultural services. Public cultural digitization across the country has yet to form a unified standard, and the phenomenon of fragmentation of resources is prominent, leading to duplication of development and waste of resources, which is not conducive to the interconnection and sharing of resources.<sup>[11]</sup> The implementation standards for digital services are inconsistent across regions, making it difficult for the government to carry out unified deployment and development, and limiting the efficiency of the integration of cultural resources and digitization. Therefore, we must strive to achieve in-depth unification and comprehensive integration of public cultural digitization based on the needs of the general public.

#### **(3) Lack of talent**

One of the basic guarantees for the smooth running of public cultural services lies in the availability of a professional team of public cultural service personnel, but at present there is still a serious shortage of public cultural service professionals. First of all, the shortage of specialized personnel, so that modern information technology has not been popularized,<sup>[12]</sup> people can not always be more convenient to enjoy the cultural information resources, which has a certain gap with the original intention of public cultural digital services. Secondly, the digital construction of public cultural services requires corresponding professional skills and knowledge structure, however, affected by factors such as the age structure of the work team and the low level of education, the digital construction of public cultural services is slow. Thirdly, the management work is neglected. Digitization is not only reflected in the initial stage of the digital construction of public culture, but also in the daily management. Only when

the management process is scientific and digital can we guarantee that the digital construction of public culture can always keep pace with the times. Therefore, how to cultivate, attract and retain professional public cultural service talents has become the key to improve the quality of grassroots public cultural services.

#### **4. Exploration of the path of high-quality development of public cultural digital services**

In order to build a service-oriented government and implement e-government, regional governments inside and outside China have formulated a series of policy strategies and action plans, and carried out rich reform practices of digital cultural services. For example, Shanghai has provided solid policy and institutional safeguards for the digital development of public culture through a government-led, multi-departmental working mechanism involving publicity, culture, science and technology. The government has gradually relaxed the threshold of access so that social forces can fully enter the field of public cultural services in Shanghai through the market mechanism. At the same time, it has changed its concept, opened up its cultural resources, served academic research, made its cultural resources public, and stimulated the potential and creativity of the people to tap on their own, so as to gradually form an environment for the integration of cultural services and technology. Another example is that the Leisure and Cultural Services Department of Hong Kong is committed to providing quality facilities and services for cultural activities, providing the public with civic center facilities, organizing cultural and recreational programmes, and enhancing the public's interest in and appreciation of visual arts. Cultural services include library and museum-related services, restoration of antiquities and monuments, and promotion of heritage education and appreciation, etc. These services meet the needs and aspirations of Hong Kong people, and the public can have direct access to information on libraries, museums, free recreational programmes in various districts of Hong Kong, and recreational and sports activities for persons with disabilities, and so on.

Promoting the high-quality development of public cultural digitization services is an important direction for the development of cultural undertakings in China at present. Taking into account the practical experience of other regions within and outside China, the following recommendations are proposed to provide reference for improving the governance effectiveness of public digital cultural services.

##### ***4.1 Strengthening the construction of specialized talents for public culture***

The construction of a perfect digital cultural service system is inseparable from a team of high-quality professionals. From the practical experience of domestic and foreign regions, the professional talents have a clear division of labor, and the personnel organization and talent team are very important. The construction of public digital cultural service system should standardize the co-construction and cultivation mechanism of the talent team and pay high attention to the cultivation of professional talents. On the one hand, the cultural service organization attaches importance to the introduction of dual-capable talents, especially the absorption of talents with the use of network digital technology and cultural service operation and management. On the other hand, efforts have been stepped up to cultivate cooperation with related professions such as culture and art, library and intelligence, and intangible cultural heritage preservation, so as to cultivate a group of public cultural service talents with professionalism and skills. Universities and research institutes are encouraged to carry out personnel training in public cultural service-related specialties, so as to deliver more high-quality public cultural service professionals to the society. At the same time, regular staff training is carried out for high technical level and professionalism. A sound incentive system is in place to encourage public cultural service staff to participate in various types of training, examinations and competitions to improve their individual business level and personal abilities.

##### ***4.2 Policy support and planning guidance to give play to the role of multiple actors***

Government departments need to increase policy support for the digitization of public cultural services, and introduce relevant policies and measures to encourage and guide public cultural institutions at all levels to increase their investment in digitization and improve the coverage and quality of digitization services. We need to formulate long-term, clear, detailed and appropriate to the actual digital development goals of each region, to ensure the orderly promotion of the work. At the same time, they should optimize the standards for the construction of digital public cultural services, improve the follow-up management process, and pay close attention to the needs of vulnerable groups

such as the disabled, the elderly and children.

Public culture has the characteristics of "taken from the people and used by the people", the government can give full play to the power of the masses, change the top-down management mode of "running culture", give full play to the subjective initiative of citizens, and gradually create a service mode in which citizens participate in the construction of culture on their own, and the government "helps culture". Innovative "pluralistic" participation in the supply of public cultural services is an important way to promote the development of public cultural services. In addition, by giving full play to the advantages of enterprises and social organizations in terms of capital, technology and talent, they can provide strong support for public cultural services.

#### **4.3 Strengthening the construction and integration of digital resources**

We seek to expand the scale of digital resources through sharing, purchasing and self-production, integrate all kinds of cultural resources, and build a unified and efficient digital cultural service system. In addition, it can explore the road of integration between traditional media and emerging media, and comprehensively build resources for culture, broadcasting, film and television, tourism, etc., so as to improve the level of resource sharing. We need to vigorously promote key projects such as online animation, online TV series, and cultural IP, and consolidate the production of high-quality content, which is a digital cultural product more in line with the requirements of the digital age. At the same time, it can strengthen the exchange and cooperation with other countries and regions of digital cultural resources, and improve the richness and diversity of digital resources.

## **5. Conclusion**

The high-quality development of the digitalization of public culture is actually a product of the synergistic promotion of cultural management and digital management, and is committed to meeting the needs of people in all regions who can enjoy diversified public cultural services at any time, anywhere and across time and space. We need to further deepen our understanding of the digitization of public culture, and continue to explore, innovate and practice in order to promote greater achievements in the development of public culture in China.

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