

Performance Evaluation of Public Cultural Services in the Context of Information Technology: A Government Perspective

Lin Zhang

Henan University of Animal Husbandry and Economy, No.2, Yingcai Street, Huiji District, Zhengzhou, Henan, China 450044
54zhang_lin@sina.com

Abstract

The development of network and communication technology brings great changes to the mode of public culture service, make full use of new technology to optimize the service model, strengthen market cooperation becomes an effective way to improve public cultural services performance. In this paper, authors construct an evaluation index system of public cultural service efficiency based on DEA method, and test the public cultural service efficiency in 26 province from 2010-2015. The result shows that from the average performance level, the performance level of the eastern provinces of China is not high, especially in Shandong, Jiangsu and other provinces, while the western region has a higher level of performance. By contrast, the relatively low level of the basic public cultural services in China is still unable to meet the public's demand. On this basis, we put forward relevant policy recommendations.

Keywords: *Public cultural services, network technology, performance evaluation, factor analysis*

1. Introduction

The profound changes in the way of information production, dissemination and reception led to the development of the public cultural service system, and put forward new requirements for the construction and development of the public cultural service system. The Internet has a huge amount of information, but also to stimulate the people's information needs, so that the diversification, the focus of the public. Public cultural service institutions should adapt to the development of the times, to meet the needs of people [1]. Such as the development and application of science and technology for users to customize services provide more possibilities and options, such as user generated content is becoming one of the information of the world's most important source of content, it can become an organic component of the public cultural service agencies to provide content. Search engine technology development, people obtain information from passive receiving change to active search; social networking web technology application, the mechanism is the key point of mass media to change for the mesh network community of interpersonal communication and sharing [2]. Public cultural service institutions should adapt to these changes, make full use of technology to reshape the way of information dissemination services, to provide users with more convenient, personalized, interactive mode of use [3]. At the same time, with diversified, mobile terminal receives the application and popularization, dissemination of information from the previous fixed receiving change for anytime, anywhere mobile reception, public cultural services should continue to expand channels of communication, explore the new characteristics of the terminal, to adapt to new forms of communication, in plain clothes provided all kinds of target users. Information services have become more diversified, in the field of Internet, all kinds of technical service providers have turned into content service providers. Portals, search engine, telecom service providers, including many institutions have launched the

diversification of content, including news, books, music, videos, and content aggregation and user experience becomes the site continues to attract users to the most important factor. Set of technology, capital and talent advantage to one of the Internet enterprises, can provide powerful content integration and diverse and convenient technical services, the user to attract and influence is gradually changing information market situation dominated by public cultural services, become a useful supplement to the service culture. Public cultural service institutions should actively respond to changes in the ecological environment of information, research and use of new information technology to integrate content, strengthen services, through the strengthening of cooperation and establish alliances to change their own situation.

With the development of economy and the improvement of income, more extensive participation in cultural activities, enjoy a more rich cultural life, more and more people are eager to become. Decision on deepening the reform of the cultural system clearly pointed out that the completion of a comprehensive well-off society of higher levels of the benefit of over one billion people, it is necessary to allow people to live a substantial wealth of material life, but also to let the people enjoy a healthy and rich cultural life. In fact, from the reform and opening up especially since the 16th National Congress of Communist Party of China, our party always put culture construction on the overall work of the party and the country an important strategic position, to meet the people's basic cultural demand of socialist cultural construction as the basic task, the service culture as the proper meaning of the government's public service functions, and strive to make people enjoy the public welfare, basic, equal, convenience of public cultural services. Public cultural service is a government led public service content, the public cultural service system construction responsibility in the government, the key to investment. China's government at all levels of government investment in public culture has been increasing; the per capita cultural and business expenses basically show a trend of 5 years. But the level of public cultural services is not high, urban and rural areas, regional cultural development is not balanced and other issues still exist. In time to judge the efficiency of the use of public cultural services, scientific planning of public financial investment is necessary to promote the development of public cultural services [4]. In recent years, scholars have made a lot of research on the development of China's cultural industry, but the research on the development of cultural undertakings lags behind, especially the lack of research on the performance of public cultural services. What method is used to scientific and effective evaluation of public cultural services effect, this paper attempts to apply the DEA method to, to the input-output efficiency of local government public culture as the research object, on China's public cultural service actual performance level system evaluation.

2. Literature Review

2.1. Evaluation of Public Cultural Service

The relevant research on the evaluation index system of academic research on the effectiveness of public cultural services focused on three aspects: one is the public cultural service performance evaluation index system construction should adhere to the principles or direction [5]; the second is the influence factors and the dimensions of evaluation of performance of public cultural service,; the third is the construction of public cultural service evaluation model and index system, but these studies still exist project evaluation limited to government performance without considering the positive role of other subjects in the construction of public cultural service system; evaluation index no from the broad perspective of the function of public cultural service system to design problems. The effectiveness of public cultural service is a public cultural service system to achieve the desired results or the degree of influence, namely the degree of

realization of the system of public cultural services function. Evaluation of efficiency of public cultural service is through set of index system of public cultural service system function realization degree measurement, so as to adjust the working train of thought and improvement measures of the necessary means, to ensure the benign operation of the system of public cultural services [6]. Public cultural service system has a distinct value regulation and internal functional requirements, after the initial completion of the system, its service efficiency how is barometer of the system operation status, evaluation of the efficiency of public cultural services become an objective need. From the strategic position, the effectiveness of public cultural services determines the success or failure of the reform and development of culture.

The system of public cultural services and cultural system reform has a direct logical connection. The Sixteen Party of the first time will be the traditional culture of the cause of public welfare cultural undertakings and Cultural Industries Division, opened a two handed grasp, two to strengthen cultural reform and development strategy [7]. It is in the promotion of the reform of the cultural system, and puts forward the framework of national public cultural service system, proposed to increase the government's input in cultural undertakings, and gradually form a cover and a relatively complete public cultural service system of the whole society. National public cultural service system construction has become China's cultural system reform into the higher stage of the goal of cultural construction, in the overall strategy of cultural undertakings and cultural industries, way of reform and development, the national public cultural service system reflects the deepening stage of cultural system reform of culture system reform and development direction, is the reform of the cultural system to deepen the development stage of the inevitable choice [8]. Only the effectiveness of public cultural services is constantly improving, we can truly achieve the eighteen major report of the party, play culture leading fashion, education people, service society, promote the development of the role. Public cultural service efficiency evaluation is a kind of performance evaluation of public cultural service. Relative to the theory and practice of the existence of the assessment mainly has three aspects of the outstanding characteristics.

- 1) **Comprehensive:** the evaluation of public cultural service efficiency is the function of the whole public culture service system, whether it is from the evaluation content, the evaluation technology, it has the obvious comprehensive characteristic. From the technical choice, because "the public cultural service performance and the inherent fuzziness and lag, obviously, we are in the selection of performance evaluation indicators need to face and consider the problem. Necessary qualitative indicators and social investigation, the public assessment of the is the only way to deal with the fuzzy and lag behind, public cultural service performance evaluation design must adhere to the orientation of the comprehensive and quantitative evaluation and qualitative evaluation of the combination, in a timely manner to borrow other evaluation models of measurement results [9-10].
- 2) **Terminal:** due to the influence of the system of public cultural services performance subject to public cultural service construction funds and personnel investment, institutional mechanisms, such as factors of running status and cultural service innovation and other factors. Therefore, the current to the public cultural service system performance evaluation on the whole are from the input and output to the comprehensive balance. Country with a vast territory, the development status quo and development pattern of things in the region, the national has certain particularity, if inputs and outputs from the two-way perspective to establish evaluation index, it is difficult to design a index system has strong versatility. Compared with the traditional performance evaluation, evaluation of the effectiveness of public cultural services to take unilateral strategy

assessment from the public cultural service system function realization degree, embodies the characteristics of single terminal evaluation.

- 3) **General:** general is the basic target of this research, is also an important feature of public cultural service performance evaluation index system. The performance of public cultural service system in China in addition to the evaluation index system of evaluation of professional, with the evaluation index system of nationwide universal is still lacking. The main factors of general characteristics of origin service efficiency evaluation of public culture in two aspects: one is the abstraction of the assessment dimensions determines the universality of nationwide.

2.2. Influence of Internet on Public Cultural Service

Throughout the world, more and more people watch the event of major events, such as live television and other kinds of programs through the network; these phenomena show that the Internet triggered a comprehensive digital knowledge of information. The way people get information is shifting from traditional books, newspapers, radio and television to the Internet and mobile Internet [11]. The third generation technology is capable of processing images, music, video and other forms of media, for people to provide audio and video, network meeting, e-commerce and other kinds of information services, multimedia information is an important feature of the future development of the. Public cultural services as the main providers and organizers coexist in a variety of information services if you want to play its function, to assume responsibilities of quality content and integrate production, because the content is the core of the information world. The diversification of user needs all transition, cultural content service provider in the integration of production and a clear positioning, the production process to build content, to fully integrate a variety of resources, to meet the needs of specific user group content. Users through the search engine is one independent units of content, and programs than the original relies on the particular slots or channels, or in a particular place and space of books, as independent units of content products should be is not subject to restrictions on the media, is not the same form flexibly adapt to various media carrier [12]. Organization, planning and production of information content to the user's needs. As the information content providers need more from the user's perspective to consider the content of the organization, planning and production, to the depth of understanding of user needs on the basis of the choice of their own information content positioning. Public cultural service institutions should focus on the individual's life cycle and interest as the main dimension of information content orientation. Children, adolescents and adults have significantly different information needs, and the needs of adults are divided into different levels. And our service organization has the vast majority is still extensive content positioning, ignores the, difficult in the information world is for users to find and identify.

The development of science and technology changed the original entirely different information services, the ecological environment, is making this area into an intertwined, competitive environment and ability of marketing of traditional public cultural service put forward higher requirements. To understand the needs of the public information, to clear their own position, to establish a good interaction with the public, to provide the content and services to make public awareness, these are required professional brand marketing planning and promotion. At present, marketing and promotion to focus on two factors: one is the external cooperation, with search engine and the external cooperation links, can also use the micro blog, social network communities, such as promotion; second, self-promotion, it is necessary to strengthen self-construction site for users of the site structure and function design, but also to strengthen the oriented user information push.

3. Research Method and Index

3.1. DEA Method

Public cultural service is a systematic project with multiple inputs and outputs, and it is difficult to use a specific function to represent the level of performance. Therefore, this paper selects the data envelopment analysis (DEA) method as an evaluation tool and the method need not set in advance the efficiency of function form and for the evaluation of complex system of multi input output analysis is unique. According to the Pareto optimal principle, the mathematical programming method is determined to determine the efficiency boundary, and whether the decision making unit is efficient with respect to the other units is obtained. Under the existing system, the structure and the technical level, if the efficiency value is 1, the existing input and output is efficient; if it is less than 1, it is short of efficiency. According to the Barry classification of efficiency, the efficiency value of decision unit 1 can be divided into strong edge and efficiency of the unit efficiency of the unit, distinguish the rule is if a unit in the evaluation of other DMUs cited as a reference unit for more than 3 times, then the unit is a strong efficiency unit, if a unit in the evaluation of other DMUs cited less than 3 times that of input and output the slight changes in overall efficiency will change, this is the marginal efficiency of the unit; if the efficiency value between 0.9 to 1, said in a little output input adjustment can reach the efficiency value of the 1 level, this unit is non-edge the efficiency of the unit. If the efficiency value is less than 0.9, is the obvious non efficiency unit.

DEA Analysis on input and output efficiency of the model are as follows: every area regarded as a multi input multi output decision-making units (DMU), each decision making unit with the same M input and s output, if I that the DMU with X_{ik} is the investment amount, Y_{rk} said DMU r the kind of total output volume ($I = 1, 2, \dots, M; k = 1, 2, \dots, N, r = 1, 2, \dots, S$). Then the relative efficiency of the K can be expressed as a decision making unit:

$$\text{Max } E_k = \frac{\sum_{r=1}^s U_r y_{rk}}{\sum_{i=1}^m V_i x_{ik}} \quad (1)$$

At the same time, the formula is satisfied:

$$\frac{\sum_{r=1}^s U_r y_{rk}}{\sum_{i=1}^m V_i x_{ik}} \leq 1 \quad (2)$$

Where U, V is not a small zero weighted coefficient, the fractional programming is transformed into linear programming and solved, and the relative efficiency of the public cultural service in each area can be obtained. This model is referred to as the CCR model, which measures the relative efficiency of the scale return. Cooper *et. al.* Further improvement, the constant returns to scale to relax to variable returns to scale and the CCR model to calculate the technical efficiency is decomposed into pure technical efficiency and scale efficiency, pure technical efficiency is reflected in a given input of evaluated objects ability to obtain the maximum output, and scale efficiency reflect is evaluated whether the object in the appropriate scale of

investment management. The reason that manager's judge the lack of efficiency is that poorly managed or input output size is not appropriate. This improvement pattern is called the BCC model, and the model is as follows:

$$\text{Max } E_k = \frac{\sum_{r=1}^S U_r y_{rk}}{\sum_{i=1}^m V_i x_{ik} + V_0} \quad (3)$$

At the same time, the formula is satisfied:

$$\frac{\sum_{r=1}^S U_r y_{rk}}{\sum_{i=1}^m V_i x_{ik} + V_0} \leq 1 \quad (4)$$

Among them, V, U is the weighted coefficient; V_0 is the scale of the return index. $V_0 < 0$ said returns to scale decreasing of decision making units is greater than the size of the optimal scale; $V_0 = 0$ said constant returns to scale, the decision making unit in the best returns to scale; $V_0 > 0$ said increasing returns to scale and the scale of decision making units less than optimal scale.

3.2. Index Selection

Reasonable selection of evaluation indicators is the premise of scientific evaluation of the performance of public cultural services. Public cultural service is a complex system engineering, the input factors and output in the form of a variety, in actual measure cannot be all input and output items without merger consolidation as computational elements, otherwise in accordance with the Pareto principle, the evaluation unit efficiency value will be 1, lose evaluation significance. Therefore, we should as far as possible will completely replace or complete complementary factors attributed to similar, while guaranteeing to be inputs and outputs and two times greater than the number of evaluation units. In this paper, the selection of indicators for the comprehensive consideration, not only to accurately reflect the status and development of public culture, but also to ensure the availability of data, consistency and irreplaceable. Based on the understanding of the connotation of public cultural performance evaluation and Analysis on the function of public cultural service system, according to the basic principles of public cultural service performance evaluation index system design around the public cultural service system meet the basic cultural needs and promote the development of cultural industry and lead the social life and custom, cultivate the common spiritual home for four aspects of function realization, puts forward a comprehensive evaluation index system, as shown in Table 1. This paper selects the index on the basis of the main functions of the Ministry of culture of our country public cultural services division, culture statistical indicators of reference to Europe and the United States and Japan and other countries, combined with China announced assignable data culture comprehensive consideration to. Input index selection is mainly used for characterization of public cultural service of material resources, human resources and government of public cultural services operating financial security, output index selection is mainly reflected people rich and colorful cultural activities, art performance flourishing, public library and museum services convenient and efficient index. Therefore, this paper selects the number of institutions engaged in

public culture, personnel, as well as three per capita cultural and business expenses as input indicators.

Table 1. Public Cultural Service Efficiency Evaluation Index System

Variable	First order index	Two level index	content
Input indicators	expenditure	Per capita cultural cost	expenditure
Output indicators	public library	Per capita book collection	Per capita public books
		Number of Public Libraries	Access to public library books
	Article properties	Number of public museums	Storage and Exhibition ability
	Art performance	Audience number	Art performance effect
	Mass Culture	Number of mass cultural institutions	Place of mass culture
		Practitioners	Mass cultural service ability

4. Empirical Analysis

4.1. Factor Analysis

This paper uses factor analysis to measure the scale of public cultural service performance level for each province from year 2010 to 2015. In order to eliminate the various indicators of different dimension, to the standard of each index (normalization) after treatment, dimensionless treatment, the index variable can be compared. Is used to compare variables between simple correlation coefficient and partial correlation coefficient index KMO (Kaiser-Meyer-Olkin) test statistic, mainly used in multivariate statistical factor analysis, the analysis results showed that the overall result is greater than 0.5 suitable for factor analysis. The correlation coefficient of each index can be seen through the SMC test, it can be seen that each index has a strong correlation, which is suitable for the factor analysis.

Table 2. MC Test Results

variable	SMC index
Per capita book collection	0.7380
Number of libraries per million people	0.6153
Number of public museums per million people	0.5284
Number of cultural institutions per million people	0.7417
Number of people performing arts performing arts	0.8194
The number of literary and artistic activities per million people	0.3210
Public cultural services per capita fiscal investment	0.6423

After the rotation of the matrix, 7 main factors are obtained, which can be chosen to contribute more than 80% of the factor. As can be seen from table 3, the interpretation of factor 1 and factor 2 has reached 89.81%, the explanation is quite good, so select the factor 1 and factor 2 as the main explanatory factors, as shown in table 3. Through the factor loading matrix to determine factor interpretation of the variables, table 4 in each column that a main factor coefficients as original variable as a linear combination of, for example, first principal factor where the column coefficient 0.416 said the linear correlation coefficient between the first principal component and the original first

variables. As shown in table 4, the greater the coefficient is, the greater the representation of the principal component of the variable.

Table 3. Factor Analysis Rotation Matrix

Factor	Eigenvalue	Difference	Proportion	Cumulative
1	2.451	0.945	0.556	0.556
2	1.506	0.932	0.342	0.898
3	0.574	0.294	0.130	1.028
4	0.279	0.307	0.0634	1.092
5	-0.0277	0.110 -	-0.00630	1.086
6	-0.137	0.102	-0.0312	1.054
7	-0.240	.	-0.0544	1

Table 4. Load Matrix Coefficient

Variable	1	2	3	4	Uniqueness
var1	0.466	-0.735	0.164	-0.0889	0.207
var2	0.592	0.455	0.0390	-0.350	0.318
var3	0.452	0.352	0.527	-0.0379	0.392
var4	0.696	0.411	-0.342	0.136	0.210
var5	0.880	-0.162	-0.274	0.00744	0.124
var6	0.279	0.353	0.242	0.338	0.624
var7	0.584	-0.561	0.127	0.120	0.313

Relationship between original load diagram display the main factor of the original variables to explain the situation and the horizontal axis represents the first main factor and primitive variables between the correlation coefficient, the vertical axis represents the second principal factor and the original variables between the correlation coefficient of each variable corresponds to the main factor load corresponding to coordinates of a point of the first main factor is sufficient to explain the original of the 2, 3, 4, 6 variables, and each variable has a strong positive correlation between the two main sub well except for the first one variable to the other factors and other variables is weak, such as Figure 1 shows.

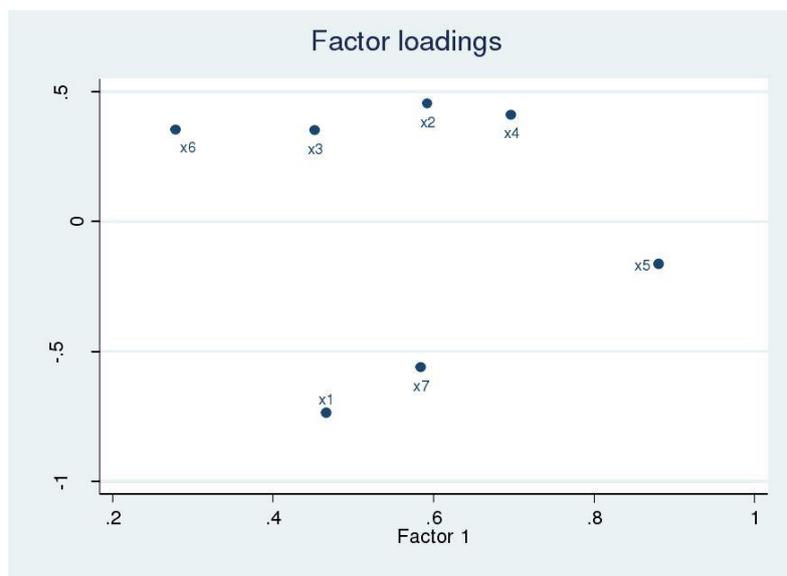


Figure 1. Load Matrix Diagram

4.2. Performance Level in Various Provinces

After the above analysis, the paper uses the coefficient of load matrix as the index weight to calculate the development level of the public cultural service in each province 2010-2015. The greater the score, the better the level of development, it can be found that the level of development of different regions is not equal, with a greater difference. Among them, Shandong, Jiangsu area is low, and Qinghai, Xinjiang and other western regions due to higher per capita level, the level of performance is very high.

Table 5. Performance of Public Cultural Services in Different Provinces

Province	2010	2011	2012	2013	2014	2015	Average
Beijing	0.37	0.35	0.37	0.36	0.54	0.62	0.42
Tianjin	0.39	0.39	0.40	0.46	0.38	0.43	0.43
Hebei	0.31	0.31	0.32	0.28	0.19	0.30	0.29
Shanxi	0.70	0.69	0.66	0.60	0.49	0.61	0.63
Neimenggu	0.60	0.59	0.61	0.56	0.54	0.68	0.60
Liaoning	0.35	0.37	0.36	0.35	0.38	0.33	0.36
Jilin	0.31	0.31	0.31	0.26	0.34	0.37	0.33
Heilongjiang	0.33	0.31	0.31	0.30	0.35	0.40	0.35
Shanghai	0.36	0.35	0.36	0.32	0.44	0.40	0.41
Jiangsu	0.24	0.22	0.23	0.9	0.28	0.25	0.27
Zhejiang	0.36	0.32	0.34	0.38	0.42	0.40	0.39
Anhui	0.20	0.23	0.26	0.22	0.21	0.24	0.23
Fujian	0.42	0.49	0.34	0.37	0.40	0.39	0.42
Jiangxi	0.42	0.41	0.45	0.42	0.43	0.40	0.41
Shandong	0.21	0.23	0.22	0.21	0.23	0.18	0.22
Henan	0.25	0.22	0.23	0.29	0.30	0.39	0.27
Hubei	0.32	0.30	0.31	0.35	0.37	0.36	0.34
Hunan	0.28	0.22	0.25	0.34	0.33	0.32	0.30
Guangdong	0.29	0.22	0.26	0.32	0.31	0.33	0.29
Guangxi	0.29	0.31	0.30	0.33	0.28	0.29	0.30
Hainan	0.40	0.43	0.44	0.43	0.45	0.40	0.46
Sichuan	0.21	0.22	0.24	0.25	0.28	0.29	0.26
Guizhou	0.22	0.23	0.24	0.29	0.32	0.35	0.28
Gansu	0.66	0.69	0.72	0.70	0.72	0.68	0.70
Qinghai	0.49	0.53	0.58	0.59	0.62	0.65	0.58
Xinjiang	0.52	0.58	0.55	0.59	0.61	0.62	0.57
Average	0.38	0.38	0.39	0.40	0.44	0.41	0.41

From the point of view of the average size of the performance level, the performance level of the scale of the eastern provinces in China is not high, especially in Shandong, Jiangsu and other provinces, and the western region scale performance level is higher. This is mainly due to the per capita indicators to measure the performance level of the scale of basic public cultural services. From the point of view of the selection of indicators, Qinghai and Gansu provinces library per million number, per million people public museums, per million people cultural institutions number, per million people art show number of employees and other indicators of higher level, and Shandong, Jiangsu and other provinces due to population, per capita level is not high. This reflects from two aspects of the problem of China's basic public cultural service scale level of performance in the presence of: first, the eastern coastal provinces although overall scale is higher, but because the population is so large, and cannot meet the public demand for basic public cultural services, demand gap is relatively large; second, the western region although per

capita scale is high, but it cannot be simply that the scale performance is really very high. This is because the internal equalization level is not high, due to the large western provinces internal economic and social gap between the levels of development, there is no guarantee that citizens can enjoy basic public cultural services.

From the above analysis, we can see that the overall performance of the basic public cultural services in China is not high, especially in a large population of eastern provinces; per capita public cultural service level is low, resulting in a larger gap between supply and demand. While the western region, although the per capita level is higher, but it cannot be said that the western region of the scale performance is good. By contrast, the relatively low level of the basic public cultural services in China is still unable to meet the public's demand for public cultural services. Therefore, we need to further increase financial investment, improve the per capita expenditure, and enhance the level of public cultural services, the scale of performance. Although public cultural services per capita expenditure is not significantly improved, but due to the public goods characteristics of public culture the in public libraries, public museums per capita level enhances unceasingly, the ultimate response to improve the basic public cultural service scale performance in. However, with the development of economy, growing demand for public cultural services, which requires fiscal spending to grow faster than the speed of economic development, also is the request public cultural service expenditure accounted for the proportion of financial expenditure to improve, to fill the demand gap, to achieve adequate supplies of basic public cultural services.

5. Conclusions

Through the analysis and evaluation of basic public cultural service financial expenditure performance found that since the reform and opening up, China's public cultural service expenditure absolute scale in the growing, but the relative scale is constantly reduced; public cultural service expenditure accounted for the proportion of total fiscal expenditure showed a downward trend, does not accord with the requirements and public service and balanced economic development; and local fiscal public cultural service scale performance significantly, development is not balanced. China's public cultural service financial expenditure efficiency is generally low, but with the development of economy, gradually improve the efficiency of fiscal expenditure of our country as a whole; area from the point of view, public cultural service expenditure efficiency showed uneven trend, economically developed areas of fiscal expenditure waste serious, and the central and Western Regions while the scale of fiscal expenditure is small, but with a higher efficiency. Influence factors of public cultural service efficiency of fiscal expenditure panel data regression analysis showed that: economy, social development, educational level, regional difference of fiscal spending and the size of government and other regional differences in factors affecting the efficiency of fiscal expenditure of public cultural services, the government can by changing the controllable variables to optimize the efficiency of fiscal expenditure.

Finally, according to the scale, efficiency, equalization performance evaluation and influence factors analysis of empirical analysis conclusion, from the scale, efficiency, equality of three aspects put forward suggestions on how to optimize the performance of public cultural services, and promote the improvement of China's public cultural service level. By improving fiscal expenditure level, rich sources of financing, to speed up the construction of infrastructure facilities *etc.* means to optimize performance of scale of basic public cultural services; by increasing expenditure efficiency consciousness, improve the fiscal and taxation system, increase spending, achieve economies of scale, strengthen the management of fiscal expenditure *etc.* means optimization efficiency performance of basic public cultural services; through achieve fiscal input equal, and promote fair distribution, coordinated regional development, improve the transfer

payment system and other means to optimize the performance of equalization of basic public cultural services.

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Authors



Lin Zhang <He'nan,China 450044>. Current position,grades: lecturer, Henan University of Animal Husbandry and Economy. Scientific interest: human resource, public administration management. Publications: has published 7 papers on core journals. Experience: has taught management course for four year, and undertook several provincial projects

