

Exploration on the Construction of Basic Cultural Buildings of Rural Book House: A Case Study of Caijia Village, Huangshaling Township, Shangrao City, Jiangxi Province

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Abstract: As a distribution center of cultural resources, the rural bookhouse is the main front of rural cultural construction and the "cultural cornerstone" of rural revitalization^[1]. This paper takes the construction of rural bookhouse in Caijia Village, Huangshaling Township, Shangrao City, Jiangxi Province as an example to explore the construction path of rural bookhouse as basic cultural buildings. Through an in-depth study on the site selection, planning, design, operation and management of the rural bookhouse in Caijia Village, a set of construction models and operation guidelines suitable for the rural areas of China are proposed, so as to help the construction of rural culture and promote the prosperity and development of rural culture.

Keywords: village bookhouse; book house construction; Construction Model Introduction.

1. Introduction

The importance of rural culture construction is becoming increasingly prominent in the context of China's rural revitalization strategy. Rural revitalization is not only to revitalize the economy, but more importantly, to revitalize culture. Culture, the soul of a region, is an important force to promote social progress. With the acceleration of urbanization, rural cultural life is poor and lacks a sense of cultural identity, and many rural areas are facing problems such as lack of cultural resources and single cultural activities. Therefore, strengthening the construction of rural cultural infrastructure, enriching rural cultural life, and improving the cultural literacy of rural residents have become a major issue that urgently needs to be solved at present.

As an important part of the rural cultural infrastructure, the Rural Book House can provide a platform for rural residents to learn knowledge and communicate ideas, and it is not only a place for storing books, but also a center for rural cultural activities. Through the village bookhouse, residents can get in touch with more cultural resources, participate in more cultural activities, improve their cultural literacy, and upgrade their quality of life. However, at present, the construction of cultural infrastructure in many villages is still insufficient, and the village bookhouse urgently need to be improved in terms of quantity and quality. Through the exploration and research of the construction path of the rural bookhouse in Caijia Village, the improvement of the level of rural cultural services, the revitalization of culture, the improvement of cultural identity and the happiness of rural residents are promoted, and a set of experience in the construction of rural bookhouse that can be replicated and promoted is summarized to provide reference and reference for the cultural construction of other villages.

2. The Theoretical Basis of the Construction of the Village Bookhouse

2.1 Cultural Needs Theory Perspective

2.1.1 Maslow's hierarchy of needs

The Hierarchy of Needs theory proposed by American psychologist Abraham Maslow is an important theoretical foundation for studying human needs. The theory divides human needs into five levels: physiological needs, safety needs, belonging and love needs, respect needs, and self-actualization needs. Maslow pointed out that there is a relative hierarchy of superiority between

these needs, that is, when people's dominant needs are satisfied, they seek to fulfill other higher-level needs[2]. In this hierarchy, cultural needs belong to a higher level of needs, which are mainly reflected in self-actualization needs. Cultural needs reflect people's pursuit of spiritual life, including the desire for knowledge, aesthetic appreciation, and creativity. When people's basic physiological and safety needs are met, they will pay more attention to their own cultural literacy and the enrichment of their spiritual world. Therefore, the satisfaction of cultural needs is of great significance for the all-round development of the individual and the progress of society.

2.1.2 Characteristics of the cultural needs of rural residents

The cultural needs of rural residents are diverse, individualized, practical, and participatory, which is accompanied by the socio-economic needs development and improvement of living standards. Rural residents of different ages, occupations, and educational backgrounds have different cultural needs, with some people having a greater inclination towards traditional culture and others being more interested in modern culture. Everyone's hobbies and cultural tastes are also different, which requires cultural services that can meet the individual needs of different groups of people. In addition, in order to improve production efficiency and quality of life, many villagers also want to learn practical knowledge and skills through cultural activities. They want to be not only consumers of culture, but also creators and disseminators of culture.

2.1.3 The importance of the cultural needs of rural residents

Satisfying the cultural needs of rural residents can enrich their cultural life with their happiness and life satisfaction and then improve their quality of life. At the same time, cultural activities can also enhance communication and understanding between villages. It plays a role in promoting the construction of a harmonious society and the harmony and stability of society. The enhancement of cultural quality will also help the vast number of rural residents to take the initiative to devote themselves to the construction and development of the rural areas and promote the all-round progress of the rural areas. Rural residents' interest in traditional culture can also be stimulated to promote the transmission of cultural heritage by meeting cultural needs.

2.2 The Perspective of Equalization of Public Cultural Services

The definition of public cultural services in relevant national documents can be understood as being led by the government and with the participation of social forces A kind of free public cultural product or cultural service activity provided to the public based on the cultural needs of the masses[3]. With the goal of narrowing the gap between urban and rural cultural services and cultural services in different regions, it is an important embodiment of social fairness and justice, and the core of this concept lies in the extensiveness and fairness of cultural rights. This is not only an important embodiment of the realization of social fairness and justice, but also stimulates the vitality of cultural creativity in different regions through the balanced allocation of cultural resources. In addition, shared cultural services contribute to the formation of a common cultural identity and enhance national cohesion while creating conditions for the all-round development of each citizen.

However, the provision of public cultural services in rural China is still facing considerable challenges. Many rural areas lack basic cultural facilities such as bookhouse and cultural stations. Due to the limitation of resources, the content and form of rural cultural services are relatively simple. The investment in rural cultural construction is obviously insufficient, and it is difficult to attract and retain cultural service professionals in rural areas compared with urban areas. These problems have led to a marked gap between urban and rural areas in public cultural services, putting rural residents in a disadvantageous position in enjoying cultural services.

In this context, it is all the more necessary to promote the equalization of urban and rural public cultural services, and take the construction of rural bookhouse as an important task. As a basic cultural facility, the Rural Book House makes up for the lack of rural cultural resources by introducing high-quality book resources, and provides residents with basic cultural services such as

book borrowing and reading space. At the same time, the content of cultural services should be enriched, so that the village bookhouse will become a place for carrying out a variety of cultural activities. By providing Internet access and other services, rural residents can be helped to obtain more information resources, and cultural service personnel can also be cultivated and attracted to improve the quality of services.

3. Investigation and Analysis of the Necessity of the Construction of Rural Bookhouse in Caijia Village

3.1 Overview of Caijia Village

Caijia Village is located in Huangshaling Township, Guangxin District, Shangrao City, Jiangxi Province, located in a remote mountainous area, surrounded by mountains, although the natural environment is excellent Beautiful, but the traffic conditions are relatively inconvenient. The village is about the nearest county seat 30 kilometers, public transportation is scarce, and villagers travel Mainly rely on private cars or electric vehicles. Due to the peculiarity of this geographical location, villagers have limited access to information and cultural resources from the outside world.

According to the latest statistics from the village committee, the total population of Caijia Village is approximately 1,500 people, with individuals aged 60 and above accounting for around 35%, those between 18 and 60 years old making up about 45%, and youth and children under 18 comprising approximately 20%. It is worth noting that there are only about 900 people living in the country, most of whom are elderly and children. Since most of the young and middle-aged labor force went out to work, there was a clear phenomenon of "hollowing out" in the village. This demographic structure makes the cultural needs of the village diversify, which should not only meet the spiritual and cultural needs of the elderly, but also provide a good learning environment for left-behind children.

Caijia Village mainly grows rice, rape, vegetables and other crops, and its economy is dominated by traditional agriculture. In recent years, the village has begun to develop special planting industries such as tea and Chinese herbal medicine planting, but it is still a small fight. In 2022, the annual per capita income of villagers was about 8,000 yuan, which was lower than the provincial rural average. The village collective economy is weak, and the industrial supporting facilities are not effective enough. The cultural consumption capacity and cultural quality of life of villagers are directly limited by this level of economic development. Most of the villagers spend their income on basic living expenses, and they have little spare time to invest in cultural consumption and study.

The cultural life of Caijia Village is relatively monotonous, which is mainly manifested in the lack of cultural facilities, the single cultural activities, the limited access to information, and the lack of extracurricular activities for young people. There is only one simple cultural room with an area of about 50 square meters in the village, which has outdated facilities and a small collection of books, which cannot meet the cultural needs of the villagers. Occasionally, the village organizes some festival celebrations or traditional opera performances, but there is a lack of regular and diverse cultural activities. Most households have televisions, but internet penetration is low, and villagers have limited access to information and knowledge. Due to the lack of appropriate cultural facilities and guidance, left-behind children often do not make effective use of their extracurricular time.

3.2 Construction Status of Caijia Village Bookhouse

The existing rural bookhouse in Caijia Village was built in 2010, converted from the original cultural room. The bookhouse covers an area of about 50 square meters and is equipped with simple bookshelves, reading tables and chairs, and a small office area. Due to limited space, it is impossible to set up separate reading and activity areas, which severely affects the bookhouse's functionality. The bookhouse currently has a collection of about 1,500 books, mainly including

agricultural technology, health knowledge, and traditional literary works. However, there are few children's books and modern technology publications, making it difficult to meet the needs of readers of different age groups. Although the bookhouse is equipped with basic tables, chairs, and bookshelves, it lacks modern equipment such as computers and projectors, making it impossible to carry out digital reading and audio-visual activities. Additionally, the bookhouse's interior lacks sufficient lighting and has poor ventilation conditions; it is stuffy in summer and cold in winter, seriously affecting readers' experience. The bookhouse is not equipped with a professional bookhouse management system; borrowing records are still maintained manually, which is inefficient and prone to errors.

Due to the lack of full-time management personnel, the bookhouse's opening hours are not fixed. Currently, it is managed part-time by the cultural officer of the village committee, usually open from 9:00 to 11:00 in the morning and from 2:00 to 4:00 in the afternoon, Monday to Friday. On weekends and public holidays, the opening hours are extended by half an hour respectively. This unfixed and relatively short opening schedule seriously affects the enthusiasm and convenience of villagers in using the bookhouse.

Through on-site statistical analysis of the bookhouse's borrowing records and visitor logs, we found that the average monthly borrowing volume is about 50 to 70 books, and the average monthly number of visitors is about 100 to 150. The main borrowing groups are left-behind children and the elderly, with popular categories including children's books, agricultural technology, and health and wellness books. These data reflect the bookhouse's low utilization rate, especially the low participation of young and middle-aged groups. It also shows that villagers have a significant demand for specific types of books.

3.3 Problems in the Construction of Caijiacun Rural Bookhouse

Through field research and data analysis, we have identified multiple issues with the construction and operation of the Caijia Village rural bookhouse. Firstly, the lack of basic infrastructure is particularly evident, with the existing bookhouse area being too small to meet the needs of multiple functions, limiting its potential as a community cultural center. The bookhouse also suffers from inadequate lighting, poor ventilation, and suboptimal temperature control, severely impacting the reading experience of villagers. Furthermore, the bookhouse's equipment is outdated, lacking modern reading devices and multimedia facilities, which hinders digital reading and diverse cultural activities. More importantly, the bookhouse lacks accessible facilities, failing to fully consider the needs of vulnerable groups such as the elderly and disabled.

In terms of management, the bookhouse faces significant challenges. The opening hours are irregular, making it difficult to guarantee service quality. The management system is imperfect, leading to disorganized book management, chaotic borrowing rules, and inefficient book circulation. The funding for book updates and facility maintenance is unstable, and insufficient investment in this critical area has constrained the bookhouse's development. Additionally, bookhouse staff generally lack professional training, making it difficult to organize high-quality reading promotion activities, which further affects the bookhouse's appeal and effectiveness.

Moreover, the issue of service efficiency cannot be overlooked. The bookhouse's book collection structure is unreasonable, with a single type of book dominating the shelves, particularly lacking in appeal to young people and professionals, making it difficult to meet the reading needs of different groups. The bookhouse's cultural activities lack diversity and regularity, failing to fully utilize its potential as a community cultural center, and the cultural activities are not conducted in-depth. The promotion and publicity efforts are insufficient, resulting in low awareness and participation among villagers, with many residents unaware of the bookhouse's existence and the services it provides. Ultimately, the bookhouse has failed to effectively integrate resources from schools and the community, forming a restrictive cultural service network that limits its influence and service scope.

The existence of these problems not only affects the bookhouse's normal operation but also constrains its role as a vital means of promoting rural cultural revitalization. Therefore, to address

these issues, a comprehensive approach is necessary, focusing on improving infrastructure, enhancing management systems, increasing funding, and boosting service efficiency. Only by doing so can the bookhouse provide better services to villagers while fully utilizing its potential, ultimately becoming an essential platform for villagers to acquire knowledge and improve their cultural literacy.

4. Exploration of the Construction Path of Basic Cultural Buildings in Rural Bookhouse

As foundational cultural structures, rural bookhouse play a crucial role in the revitalization of rural culture. Through field investigation and analysis of Caijia Village, combined with theoretical foundations, we have explored a path for bookhouse construction that suits rural characteristics. This path primarily includes three aspects: planning guidance and spatial layout optimization, innovation in operational models and enhancement of service efficiency, and integration of resource platforms with the establishment of long-term mechanisms.

4.1 Planning Guidance and Spatial Layout Optimization

4.1.1 The construction of rural bookhouse should not be carried out in isolation but integrated into the overall rural development plan. This approach ensures the coordinated development of bookhouse with other infrastructure and avoids resource waste caused by redundant construction. It should fully consider the geographical features, population distribution, and cultural characteristics of the countryside, integrating the bookhouse with the rural environment. In practical terms, plans for overall cultural facilities, including rural bookhouse, should be formulated based on the actual situation of Caijia Village. This requires thoroughly considering the village's long-term development and reserving sufficient development space while also accounting for the interconnections between the bookhouse and other public facilities, such as schools and cultural squares. This ensures that the bookhouse consistently keep pace with the village's overall development in the future. Therefore, the construction of rural bookhouse should align with the overall rural planning and adapt to the cultural needs of the masses.

4.1.2 The selection of the bookhouse's location is another critical factor that will directly affect its usage efficiency and service scope. Based on research findings and theoretical analysis, constructing rural bookhouse needs to follow several important site selection principles. First, convenient transportation: choose locations near the village's main roads or transportation hubs to facilitate daily access for villagers. Second, provide a pleasant environment: select a comfortable reading environment for readers, offering a good natural setting and beautiful landscapes. Proximity to residential areas is also an important consideration; selecting areas where villagers live relatively close together makes it convenient for more villagers to use. Simultaneously, it's necessary to avoid unsafe areas prone to geological disasters or flooding. Finally, to enhance the cultural atmosphere, sites can be selected near ancient buildings or cultural relics within the village, enriching the bookhouse's cultural ambiance.

4.1.3 Reasonable planning of the bookhouse's internal space has a direct impact on its effectiveness. During the construction process, internal space planning should consider several key points based on villagers' needs identified through surveys and combined with modern bookhouse design concepts. First, functional zoning: set up different functional areas such as reading zones, borrowing zones, multimedia zones, and children's reading areas to cater to villagers of different ages and needs. Flexible layouts are also important, allowing adjustments to space arrangements as needed and facilitating the hosting of various cultural activities by using movable bookshelves and furniture. Lastly, prioritize natural lighting and ventilation, and select ergonomic desks and chairs to create a comfortable reading environment.

4.1.4 Incorporate local cultural elements into the decoration and arrangement, such as using regionally characteristic decorations and displaying local cultural works to enhance the bookhouse's

cultural atmosphere. Additionally, intelligent facilities like self-service book borrowing and returning machines and e-readers can be installed to improve operational efficiency. It's also important to consider the needs of special groups, such as the elderly and people with disabilities, by setting up appropriate barrier-free passages and facilities to facilitate their access. By focusing on people and considering the needs and actual situations of the masses, the bookhouse can effectively serve the community.

4.2 Innovation in Operational Models and Enhancement of Service Efficiency

4.2.1 In terms of operation modes, it is recommended to explore a diversified model combining government leadership, resident participation, and market operation to leverage each party's advantages and achieve mutual supplementation and coordination. Relying on the public cultural service system to provide certain financial support and basic operational guarantees is fundamental. On this basis, residents should be encouraged to participate in the management and operation of the bookhouse by establishing a village reading association, where enthusiastic villagers serve as volunteers involved in daily management and activity organization. This approach can effectively reduce operating costs, enhance villagers' sense of ownership, and allow for continuous improvement and innovation through practice.

4.2.2 Introducing market economic mechanisms also plays a pivotal role. For example, setting up a small café or sales points for cultural and creative products within the bookhouse can increase revenue and attract villagers for sightseeing and consumption. Additionally, social organizations and enterprises can be involved in the construction and operation of the bookhouse to more effectively promote its development. Cooperation with educational institutions to offer training classes or jointly host new book release events with publishers are other forms of joint operation. Starting with small-scale pilot projects, operational modes suitable for the local circumstances can be gradually explored. Emphasizing the reasonable allocation and coordination of various forces ensures that the public welfare nature of the bookhouse is not compromised. Implementing this in the village's practice allows the bookhouse to develop better within the broader market economy environment.

4.2.3 A sound management system is crucial for ensuring the orderly operation of rural bookhouse. This includes many aspects, such as personnel management, book management, scheduling of opening hours, activity management, financial management, and performance appraisal. In personnel management, while cultivating local youths to participate, retired teachers or librarians can be hired as administrators, combining full-time and part-time management staff with clear job responsibilities. For book management, introducing simplified bookhouse management software can improve efficiency by establishing comprehensive systems for book classification, cataloging, and borrowing. Opening hours should be reasonably scheduled according to villagers' routines—extending hours during off-peak farming seasons and adjusting them during busy periods. To encourage villagers to organize cultural activities spontaneously, activity plans can be developed, processes standardized, and application and approval systems established. Financial management should be transparent, with regular disclosure of income and expenditure, and a "Rural bookhouse Development Fund" can be established to accept social donations. For performance appraisal, regular evaluation mechanisms incorporating indicators like service quality and villagers' satisfaction can be established through questionnaires and suggestion boxes to collect feedback.

4.2.4 Attracting villagers' participation and enhancing the vitality of the bookhouse hinges on rich and diverse cultural activities. Various activities can be organized based on the characteristics of Caijia Village and villagers' needs. For example, regular book-sharing sessions with different themes can cater to villagers of various ages and interests. Experts or successful individuals can be invited to give lectures on practical topics such as agricultural technology, health knowledge, and children's education. Exhibitions showcasing villagers' talents and local cultural characteristics, such as calligraphy and painting, photography, and folk culture exhibitions, can be held. For young children, activities that cultivate reading interest, like storytelling sessions, reading picture books,

and handicraft making, can be organized. Combining these with traditional festivals by hosting related cultural activities—such as riddle guessing during the Lantern Festival or poetry gatherings during the Dragon Boat Festival—can enhance cultural identity. It's important to mobilize villagers' enthusiasm during these activities, encouraging them to plan and manage events themselves. Emphasizing the continuity and regularity of activities helps villagers develop habitual participation. Through these varied and enriching activities, the rural bookhouse will truly become the center of villagers' cultural life, enhancing the cultural atmosphere and quality of life in the entire village.

4.3 Integration of Resource Platforms with the Establishment of Long-Term Mechanisms

4.3.1 Expanding the service scope of rural bookhouse and improving service quality is a crucial way to integrate public cultural resources. Given that rural bookhouse often have limited resources, it's necessary to integrate resources from all sectors and build a platform for sharing. This includes sharing book resources, digital resources, human resources, venue resources, and integrating cultural heritage resources. Specifically, partnerships can be established with county and municipal libraries for regular book exchanges and collection expansion, and even a "mobile bookhouse" service can be considered to regularly supplement new books to rural bookhouse. In terms of digital resources, cooperation with public libraries and educational institutions can introduce digital books and online courses, with e-reading areas set up to provide e-readers and tablets. Sharing human resources is equally important; cooperation with schools and cultural centers can involve regularly inviting professionals to provide guidance and training in the bookhouse. A "cultural volunteer" system can also be established to attract urban cultural workers to serve in rural areas. For venue resource sharing, when necessary, cooperation with schools and village committees can facilitate shared use of spaces and hosting large cultural events. Additionally, collecting and organizing local intangible cultural heritage materials and setting up dedicated display areas can assist in the preservation and transmission of local culture.

4.3.2 Encouraging resident participation is key to the sustainable development of rural bookhouse. Various methods can be employed, such as launching a "one person, one book" donation campaign to encourage villagers to donate idle books. Forming a "Rural bookhouse Volunteer Team" can involve villagers in daily management and activity organization. Villagers with special skills can be encouraged to offer courses or lectures, sharing their expertise. Organizing the creation and exhibition of villagers' poetry, essays, and artwork can foster community engagement. Establishing a "Rural bookhouse Management Committee" that includes villager representatives allows for participation in major decisions. Suggestion boxes and villager forums can encourage input and ideas. Promoting a "Family Reading Card" system can encourage entire families to participate in reading activities together.

4.3.3 To ensure the sustained and healthy development of rural bookhouse, establishing a scientific evaluation mechanism is essential. The assessment should cover multiple aspects, including service indicators, satisfaction surveys, social impact, operational efficiency, innovation capability, and sustainable development, for a comprehensive evaluation. Service indicators encompass quantitative metrics like book borrowing volumes, visitor numbers, and event participation rates. Satisfaction surveys can gauge villagers' evaluations of services through regular feedback. Assessing social impact evaluates the bookhouse's influence in the community. Operational efficiency assessments examine the effective use of funds and rationality of personnel allocation. Innovation capability can be evaluated based on service methods and activity innovations. Sustainable development assessments consider long-term development capabilities, including resource acquisition and talent cultivation. In implementing evaluations, regular data collection and analysis systems can be established. Periodic questionnaires and in-depth interviews can assess villagers' genuine needs. To ensure objectivity, third-party institutions can be invited for independent evaluations. Establishing a feedback mechanism for evaluation results can guide subsequent work.

Through these measures, we can continuously optimize resource allocation for rural bookhouse, improve service quality, and enhance villagers' participation. Ultimately, this achieves sustainable development and elevates the quality of rural cultural life through the bookhouse's services. This approach not only solidifies the foundation for the long-term development mechanism of rural bookhouse but also provides robust support for implementing the rural revitalization strategy.

5. Conclusion

Taking Caijia Village in Huangsalang Township, Shangrao City, Jiangxi Province as an example, this study proposes a set of conclusions and practices that can be promoted and referenced. We recommend integrating rural book houses into the overall village planning, with emphasis on site selection and spatial layout, and incorporating local cultural elements to ensure coordination between the book houses and rural development. Simultaneously, we propose exploring diversified operational models that combine government leadership, resident participation, and market operations to enhance the operational efficiency and sustainability of the book houses. To strengthen service effectiveness, we suggest improving management systems that enrich cultural activity content, such as organizing reading clubs and expert lectures. By introducing digital resources and collaborating with county and municipal libraries, we aim to expand the scope and quality of services. Encouraging villagers to participate in the construction and operation of book houses through donation activities and volunteer services can enhance their sense of ownership. Establishing multi-faceted assessment systems and conducting regular evaluations will continuously improve services.

These research findings and construction pathways are not only applicable to Caijia Village but also hold reference value for the construction of book houses in other rural areas. Through the implementation of these measures, rural book houses can truly become important carriers for enhancing the cultural quality of rural areas and promoting rural revitalization and development. At the same time, we are keenly aware that the rural book house project is a long-term and complex systematic endeavor, an exploratory work in managing grassroots rural culture, a foundational project for constructing a new rural public cultural service system, and a guarantee project for advocating "reading for all"[4].Currently, many challenges remain, and there are numerous areas worthy of research. Future research directions could include exploring the convergence points between rural book houses and rural industrial development, studying the application of digital technology in rural book houses, conducting in-depth analyses of the construction characteristics and differentiated strategies of different types of rural book houses, exploring the role of rural book houses in inheriting and innovating rural culture, and researching collaborative development models between rural book houses and other public cultural service facilities.

Through in-depth research in these directions, we can gain a more profound understanding and promotion of rural book house construction. This will also contribute to the improvement of our country's public cultural service system and the construction of a culturally strong nation. As a systematic project, the construction of rural book houses has been provided with some preliminary ideas and methods by the above research, but there remains ample room for further efforts. We anticipate that more researchers will focus on this field in the future. Through continuous practice and innovation, injecting new cultural vitality into rural areas, we believe that rural book houses will become important bridges connecting the past and the future, tradition and modernity, promoting efficient and high-quality rural development, and ultimately achieving the goal of comprehensive rural revitalization.

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