

Social Responsibility of Libraries in China under the Current Situation

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Abstract: Today, with the increasingly fierce global cultural competition, under the background of China's cultural power strategy, libraries, as an important manifestation of the country's cultural soft power, will assume more and more extensive and arduous social responsibilities. Actively fulfilling social responsibility has become a trend in the international library industry. It is not only the need for the improvement of national cultural soft power and the harmonious development of society, but also the need for the sustainable development of libraries. Social responsibility of libraries can not only help libraries cultivate core values, attract high-level talents and create a good service image, but also guide the direction of Library services, innovate service modes, open up service areas and better serve the society.

1. Introduction

Library undertakes the important mission of inheriting and disseminating human culture, is an important organization for the progress of social civilization, and has the obligation of creating value for society and assuming social responsibility for mankind. Library social responsibility is not only a concept of Library governance, but also a cultural institutional arrangement, and also a cultural practice. Since modern times, with the rapid development of economy and technology, especially in the process of industrialization and modernization in Western society, the pursuit of maximum profits, regardless of social and public interests, has brought increasingly prominent social problems and contradictions. Therefore, as an integral part of society, libraries are obliged to undertake some "non-library problems" which are helpful to solve the sustainable development of human beings in the future, such as economic, racial, environmental, war and peace, religion and other social problems [2]. Cultural soft power is an important force to support national economic construction and enhance national comprehensive strength. Cultural reform and development provide effective means to solve social problems. In October 2011, the Sixth Plenary Session of the 17th CPC Central Committee (hereinafter referred to as the Sixth Plenary Session of the 17th CPC Central Committee) adopted the Decision of the CPC Central Committee on Several Major Issues Concerning Deepening the Reform of Cultural System and Promoting the Great Development and Prosperity of Socialist Culture. On the basis of accurately grasping the new requirements of China's economic and social development, the new trend of cultural development and the new expectations of people's lives, the Chinese government clearly lists the cultivation of cultural industries, the improvement of cultural soft power and the expansion of international influence as the national strategy of the socialist "cultural power", which marks that the construction of socialism with Chinese characteristics has entered a period of far-reaching cultural power. Accordingly, the connotation of Chinese cultural undertakings has been fully expanded. Public cultural institutions with libraries, museums and cultural museums as the core have witnessed unprecedented development, and their public welfare, publicity, popularity and service have been widely recognized by the society. The powerful cultural country needs libraries. Under the opportunity and background of great cultural development and prosperity, libraries, as an important part of social and cultural institutions, shoulder more glorious and important social responsibilities and missions while giving full play to their cultural responsibilities of collecting and utilizing documents.

2. Social Value Analysis of Library's Social Responsibility

2.1 Is conducive to enhancing cultural soft power

National cultural soft power is a power embodied by the attraction of culture and ideology, and it is an important reference system for the formulation of cultural strategies and national strategies in the world. If any country wants to enhance its political, economic, military and other hard power, it must also pay attention to enhancing its cultural soft power. "Improving the soft power of national culture" is not only the focus of China's strategy of cultural power, but also an important part of China's strategic thought of building a harmonious society, and an important prerequisite for realizing the "Chinese dream" of the great rejuvenation of the Chinese nation. At present, the current situation of China's cultural soft power is as follows: China's propaganda and promotion of traditional culture is in the "original ecological" state, and the superiority of excellent cultural traditional resources has not fully transformed into a strong real productive force; the cultural fields such as language culture, literary and artistic performances, book publishing are facing a "cultural deficit"; there are certain deviations in people's understanding of China's cultural image. It neglects the innovation and transformation of traditional cultural resources. Therefore, in the report of the 17th National Congress of the Communist Party of China, the CPC Central Committee clearly put forward the cultural development goal of "improving the soft power of national culture, better guaranteeing the basic cultural rights and interests of the people, enriching the social and cultural life, and making the people's spiritual outlook more vigorous and upward". At the 6th Plenary Session of the 17th CPC Central Committee, it also put forward the strategic construction of a cultural power. Library is an important social institution to promote the improvement of cultural soft power. Fully exerting its own advantages and widely assuming social responsibility will effectively promote the construction and prosperity of national culture, thus promoting the improvement of national cultural soft power.

2.2 Favorable to Promote Social and Cultural Equity

Cultural equity mainly embodies a kind of human spiritual rights and requirements. It is a basic cultural right granted by law to members of society to participate in social and cultural activities fairly, enjoy cultural achievements, engage in scientific research and artistic creation. According to the Constitution of the People's Republic of China and relevant legal provisions, referring to the Universal Declaration of Human Rights and the International Covenant on Economic, Social and Cultural Rights, we can see that the main contents of cultural equity in China at present include: every member of society has the right to participate in cultural life; every member of society has the right to enjoy cultural achievements; and every member of society has the right to create cultural achievements. They should be protected; every member of society has the right to scientific and cultural innovation; and every member of society has the right to education. The fundamental purpose of cultural equity is to provide all-round and free development opportunities and conditions for every member of society, to seek ways to solve and overcome the contradictions and conflicts between individual and society, human nature and the form of social association, so as to create a fully fraternal, honest and harmonious interpersonal society [5]. The Decision of the CPC Central Committee on Several Major Issues Concerning Deepening the Reform of Cultural System and Promoting the Great Development and Prosperity of Socialist Culture, adopted at the Sixth Plenary Session of the Seventeenth Central Committee, provides policy and theoretical support for the establishment of cultural equity system, and points out the direction for the development of social and public cultural institutions such as libraries. Creating a society of cultural equity is our long-term goal. Libraries should shoulder broader social and cultural responsibilities, establish a sound system of social responsibility, and provide service guarantee for cultural equity and citizens' cultural rights.

2.3 Benefiting the Protection of Social Public Interests

Social public interest is realized through social cooperation and abiding by public order and virtue, which is different from individual and national interests. Adhering to the independence of

social interests, emphasizing the balance and coordinated development of social ties and social cooperation, personal interests and social interests, is completely consistent with the concept of social responsibility of libraries. From the perspective of individual libraries, libraries are "social citizens" who exist as institutions. They are always in various social relations and in the relationship between personal rights and social public interests of libraries. Libraries must deal with conflicts of interest with other social subjects, balance and coordinate the relationship between individual legitimate rights and interests and social public interests, so as to be based on society and become a qualified "social citizen". Therefore, in order to better realize their own rights and interests, libraries must advocate the social interest standard. From the perspective of social public interest, the rapid development of information network technology has brought many conveniences to people, but also brought social problems such as the digital divide, information differentiation, information discrimination, knowledge poverty and other social problems, resulting in the differentiation and imbalance of social information interests [6]. Faced with these social problems, libraries, whose mission is to safeguard information fairness, must shoulder the social responsibility of eliminating the digital divide and information differentiation from the standpoint of social public interest.

2.4 Favorable for coordinating the interests of stakeholders

Libraries are developed in the interaction with people, government, enterprises and other organizations. In the process of service, libraries inevitably involve the interests of many stakeholders, and the interests of all stakeholders should be fully taken into account. This kind of social relationship between libraries and the public, government, enterprises and other organizations requires libraries to undertake corresponding social responsibilities in order to satisfy the interests of all stakeholders. Libraries are supported by funds, natural environment and policies of the public, government, enterprises and other organizations. They must "return" these stakeholders and assume corresponding social responsibilities. At the same time, in order to achieve sustainable development, libraries need to win more stakeholders' support, understand the interests of different stakeholders in the development of libraries, their relationships and conflicts, and maximize the protection and balance of the interests of different subjects.

3. Construction of the Realization Mechanism of Library Social Responsibility in China

3.1 Macroscopic Level: Regulation and Guidance of National Government

3.1.1 Define the Principles of Library Social Responsibility Construction through Legislation

Library laws and regulations are a kind of external compulsory supervision tools, which are most binding on Library activities. As the legal system is easy to gain the general trust of the public and to reach a broad consensus among the public and to be observed, it will soon be internalized into the beliefs and values of the public, thus forming a power to supervise and punish actors for breaches of contract [8]. The realization of library's social responsibility needs to be regulated by national laws and regulations and guaranteed by its compulsory force. The laws and regulations of national libraries are indicators of Library behavior, which have an important compulsory binding force on libraries to fulfill their social responsibilities. The basic principles and contents of social responsibility construction in library law can strongly require libraries to undertake corresponding social responsibilities. Libraries with social responsibility will get more resources and benefits, and those who evade or refuse to take responsibility will be punished accordingly. At present, the legal system of Libraries in our country is not perfect, and there is a lack of national laws and regulations for unified management and standardization of Library behavior, which is very disadvantageous to the realization of library social responsibility. Moreover, the existing provincial and municipal local laws and regulations regulating library behavior have not clearly stipulated the social responsibility of libraries, let alone put forward specific practical requirements for the social responsibility of libraries. We should strengthen library legislation, speed up the formulation of National Library law, further improve the library legal system, and clarify the principles and contents of library social responsibility construction by law, so as to further standardize library social responsibility behavior.

3.1.2 Play the Government's Supervisory Role in the Management of Social Responsibility of Libraries

The government is the manager of social culture. The social management function of the government determines that it plays an important role in the management and guidance of the construction of library social responsibility. The management of the library industry by the government is the soil for the realization and implementation of social responsibility in libraries. The government should shift from mainly engaged in cultural construction to mainly engaged in public cultural management [9]. At present, our country is in the period of opportunity of cultural power. The government should guide the library to fulfill its social responsibility by means of cultural management, and point out the direction for the development of the library. Firstly, we should strengthen the investigation and research of library social responsibility, correctly understand the problems of library social responsibility, the standards of library social responsibility and the actual situation of library industry in China, and avoid blindly and unrealistically improving library social responsibility; secondly, we should guide the library to correctly understand library social responsibility through correct public opinion and propaganda, so as to create for library development. The third is to strengthen the management of the construction of library's social responsibility, establish the restraint mechanism of library's social responsibility, supervise the implementation of library's social responsibility, reward those who take the initiative and take the responsibility actively, and punish those who do not take the responsibility; the fourth is to strengthen judicial supervision, and the government's supervision and guidance of the construction of library's social responsibility should be carried out through library laws and regulations. To achieve this goal, the government formulates the contents and standards of library social responsibility through legislative means, standardizes and guides library social responsibility behavior through policies and law enforcement activities, and promotes the commitment and Realization of library social responsibility.

3.2 Medium Level: Participation and Support of Social External Forces

3.2.1 Leadership of Industry Associations

Library industry associations play a unique leading role in the realization of library social responsibility, and play an important role in representation, coordination, communication, service, research, statistics and supervision. Industry associations can be divided into self-interest organizations and public welfare organizations. According to the democratic mechanism of combining voluntary and compulsory, self-interest industry associations use industry norms to restrict the behavior of their members in order to realize their self-discipline and supervisory functions of industry organizations. Generally, public welfare industry associations pay more attention to the coordination of the interests of society and the industry as a whole, communicate with the government and reflect the industry. Group needs, while formulating guidelines for safeguarding rights, to promote the protection and development of members of the industry or public utilities [10]. The Chinese Library Society is a national, public welfare, academic and non-profit professional association established by the national libraries and scientific and technological workers of related industries or institutions voluntarily and registered according to law. It is a bridge and link between the Party and the government to contact library workers and an important social force to guide the development of the library industry. The role played by the Chinese Library Society in urging libraries to assume social responsibility is two-way. It not only supervises and restrains library behavior, but also supports library stakeholders to exercise and protect their rights and interests. It also has the functions of communication and cooperation with national government agencies, as well as dialogue and cooperation with its members. We should give full play to the leading role of the Chinese Library Society in the undertaking and Realization of library social responsibility.

3.2.2 Stakeholder Participation

The stakeholders of libraries include readers, librarians, the public, government departments,

resource providers, peer units, donors, media and other social cooperation institutions. Readers, the public and librarians want to maximize their own rights and interests, the government wants to maximize the performance of financial input, and resource providers want to maximize economic benefits. These are the core levels of Library stakeholders. Other stakeholders are important partners in the core interest level of libraries. They are not only partners of libraries, but also pressure sources that may bring competition and negative impact to libraries. They are also important interest levels that can not be ignored. The basic idea of stakeholder theory is cooperation and collaboration. The realization of library social responsibility requires the wide participation and cooperation of all stakeholders. As far as possible, libraries should provide stakeholders with opportunities to participate in the development, decision-making and management of libraries. In the management of Library stakeholder relationship, we should adhere to the basic principles of overall consideration, equality and win-win, balancing the interests of all parties, and not simply or unilaterally emphasize the interests of one or some aspects.

3.2.3 Support of Social Capital

Social capital refers to the relationship, norms and trust between individuals or groups, and it is the resources that people are brought to them by their position in the social structure. The social capital of library is a social network connection established by the core human resource team and the resource subjects inside and outside the library on the basis of trust and norms, which can obtain all kinds of scarce resources needed for the development of the library. On the one hand, because of the support of social capital, it can reduce the cost of library services and management process, reduce the uncertain behavior of Library services, improve the organizational efficiency of libraries, promote knowledge sharing, accelerate organizational innovation, realize the optimal allocation of social resources, enhance the core competitiveness of libraries, and enhance the ability of libraries to fulfill their social responsibilities. On the other hand, the exertion of library's social responsibility is conducive to improving social interaction and trust, cultivating residents'sense of fairness and justice in their communities, and then promoting the optimal allocation of social resources. The various services provided by libraries for fulfilling the mission of social responsibility, to varying degrees, promote social inclusion, reduce social exclusion, and increase social capital. The role of promoting social harmony [12].

3.3 Micro-level: Development and Improvement of Library Connotation

3.3.1 Change the Concept of Library Social Responsibility

Under the requirement of the strategy of cultural power, libraries should timely change the traditional concept of responsibility, and cultivate the concept of social responsibility that actively pays attention to and participates in solving social problems. As a public service information service institution, libraries should not only fulfill their professional mission and responsibilities, but also undertake corresponding social responsibilities, including issues of common concern to society, such as environmental protection, race, vulnerable groups, etc. The first person to associate libraries with "social responsibility" was Arundell Esdaile of the United Kingdom. In 1933, he published a paper entitled "The Social Responsibility of the Modern Library", which analyzed what kind of social responsibility libraries should assume [13]. In the 1960s and 1970s, the American Library Association (ALA) found that libraries need to be linked with social responsibility to reflect social change. In 1969, the Social Responsibility Round Table was established. The International Federation of Library Associations and Institutions (IFLA) established the Social Responsibility Discussions Group in 1997. In recent years, China has also set off an upsurge in the study of library social responsibility. The social responsibility of libraries is not only the process of realizing the value of Library resources, but also the embodiment of the development and growth of libraries. It is absolutely impossible for a library that is unwilling or not serious about assuming social responsibility to obtain sustainable development space and universal respect from society. Only when libraries are enthusiastic about social problems and take the initiative to assume social responsibility, can they better meet the expectations and requirements of the public, thus creating a

good library image.

3.3.2 Promoting Library's Social Responsibility Ability

Whether libraries undertake social responsibility or not is an attitude issue, and how much and what kind of social responsibility they undertake is a capacity issue. The improvement of library's social responsibility ability depends on the enhancement of library's competitiveness, which is the motive guarantee for the realization of library's social responsibility. The competitiveness of libraries refers to the overall comparative ability of Libraries in the market competition with real or potential competitors by continuously optimizing the allocation of their own resources and making full use of external environment and resources in the competitive information market environment. The competitiveness of libraries is formed in the process of information service, and it is the result of dynamic development. Only by constantly exploring and discovering various service fields and opportunities and continuously optimizing the allocation of various resources of libraries, can the competitiveness of libraries be formed in the process of library strategic planning, information product development, service design and management. It is a systematic ability of an organization, a comprehensive comparative ability, an existence of the environment, and can not exist without the environment. Market environment, industry environment, technology environment, policy environment, legal environment, education and cultural environment all affect the cultivation of Library competitiveness. Strengthening social responsibility of libraries is not only the burden of libraries, but also helpful to enhance the competitiveness of libraries. In the era of information globalization, the competition between libraries has risen from the competition of how much information resources they have in the past to the competition of service delivery ability.

3.3.3 Improve the Reputation of Library's Social Responsibility

Credit is a comprehensive judgment and evaluation of the ability and credibility of various organizations to fulfill various commitments [15]. In the process of library social responsibility practice, reputation plays an extremely important role and has extremely powerful functions. Firstly, reputation is the foundation of library social relations. Modern society is a market economy society. Credit has penetrated into all levels of economy and society. Library is a part of the socialist market economy, which must be based on credibility. Without credibility or lack of credibility, the network of social and economic relations will be disordered and social responsibility will not be realized. Secondly, reputation is an effective mechanism to save the cost of Library services, which can cultivate long-term trust among Library stakeholders and save the cost of library services. Thirdly, reputation is the booster to enhance the competitive advantage of libraries. It is not imitated and can not be traded. It is the unique resource that constitutes the competitive advantage of libraries. Therefore, a good library reputation is the foundation of library's survival, the guarantee of maintaining a good image of library's social responsibility, and plays an important role in enhancing the core competitiveness of the library and achieving the goal of social responsibility. The best way to improve the credibility of Libraries in fulfilling their social responsibilities is to improve their transparency. By compiling social responsibility reports and publishing them to the society, libraries can disclose their policies, decisions and activities in a clear, precise and complete way, reasonably and fully, and strictly implement them.

3.3.4 Strengthening the Management of Library Social Responsibility

In order to ensure the effective implementation of library's social responsibility, we must work hard on library's responsibility management, incorporate the social responsibility bearing mechanism into the library's governance structure, and realize the coupling of strategy, organization and system in the management of social responsibility. The first is to improve the management organization of library social responsibility. Introducing social organizations and stakeholders to participate in the decision-making and management of social responsibility, establishing a social responsibility management department within the library, responsible for the formulation of the library's social responsibility strategy, the supervision of the implementation of social responsibility and the communication with the outside world; secondly, improving the library's social

responsibility system. To amend the various systems that do not match the concept of social responsibility of libraries, it is necessary to timely supplement the library system that does not exist yet but has a significant impact on how to assume social responsibility. The third is to strengthen the social supervision over the implementation of library social responsibility. Give full play to the supervision of readers, the public, the news media and other stakeholders on the fulfillment of library's social responsibility. Anyone has the right to expose library's improper behavior. The recognition and support of the public will exert strong external pressure and motivation on libraries, urge libraries to pay attention to social responsibility, and combine it with the internal motivation of the long-term development of libraries, so as to promote libraries to actively form a good mechanism for fulfilling social responsibility.

4. Conclusion

In today's increasingly fierce global cultural competition, under the background of China's cultural power strategy, libraries, as an important manifestation of the country's cultural soft power, will assume more and more extensive and arduous social responsibilities. Actively fulfilling social responsibility has become a trend in the International Library industry. It is not only the need for the improvement of national cultural soft power and the harmonious development of society, but also the need for the sustainable development of libraries. Social responsibility of libraries can not only help libraries cultivate core values, attract high-level talents and create a good service image, but also guide the direction of Library services, innovate service modes, open up service areas and better serve the society. The realization of library's social responsibility is a complex systematic project, which needs the regulation and guidance of the national government, the participation and support of external forces, and the development and improvement of library's connotation. A socially responsible library will inevitably win the recognition of librarians, readers, partners, government and society. Based on this recognition and trust, librarians will serve more sincerely, society will recognize libraries more, partners will cooperate more tacitly, and the government will provide more support. In this way, the development of libraries will be longer and the competitiveness of libraries will be stronger and higher.

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