

# The Construction Path of Service System for Special Groups in Grass-roots Cultural Center

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**Abstract:** In the digital age, as an important institution to promote the popularization of social culture and enhance public cultural services, grass-roots cultural centers are facing new challenges in effectively serving special groups and promoting cultural inclusiveness and social equity. Based on the significance of the service system for special groups in the construction of grass-roots cultural centers, this paper puts forward some strategies, such as increasing capital investment, introducing new digital technologies, and actively cultivating and introducing cultural professionals, to solve the problems of limited capital investment, imperfect barrier-free facilities and shortage of cultural professionals in the service of special groups in grass-roots cultural centers. It provides theoretical guidance for the construction of the service system of grass-roots cultural libraries, and also provides a useful reference for promoting the diversity and inclusiveness of social culture.

**Keywords:** Digitalization; Cultural Center; Special Group; Service System

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## Introduction

Globally, the digital transformation has profoundly changed the pattern of cultural industry, especially for grass-roots cultural museums, which provides new means and

channels of service, and also brings innovative opportunities for special groups. With the rapid development and popularization of information technology, the richness and convenience of digital resources have increasingly become the key<sup>[1]</sup>to improve the effectiveness of public cultural services. However, this process has also exposed many shortcomings in the existing service system, especially the challenges in meeting the cultural needs of special groups. Special groups, including but not limited to the physically disabled and the elderly, face more obstacles in cultural participation and enjoyment, which puts forward higher requirements<sup>[2]</sup>for grass-roots cultural centers. Therefore, it has become an urgent and far-reaching research hotspot to explore the service system construction path of grass-roots cultural libraries for special groups in the digital age. This study can provide the direction and strategy for improving the service of grass-roots cultural libraries, and also help to promote the cultural inclusiveness and fairness of the whole society, thus promoting the inclusive and harmonious development<sup>[3]</sup>of society.

The purpose of this study is to explore the strategies of building a service system for special groups in grass-roots cultural centers in the context of the digital age, to provide theoretical support and practical guidance for the digital transformation of grass-roots cultural centers, and to promote the fairness of cultural services and improve the quality of cultural services, which has important theoretical and practical significance.

## **1. The Significance of Building a Service System for Special Groups in Grass-roots Cultural Centers**

### **1.1 Promote Cultural Inclusiveness and Social Equity**

Grass-roots cultural centers have created equal opportunities for special groups to participate in cultural life by providing diversified and barrier-free cultural products and services. With advanced information technology and digital means, grass-roots cultural centers can break through the time and space constraints of traditional services and enable special groups to enjoy rich cultural resources<sup>[4]</sup>at home. The innovation of service mode greatly facilitates the cultural contact of special groups such as the

physically disabled and the elderly with mobility difficulties, and also realizes the wide sharing of cultural resources and promotes the realization of cultural inclusiveness.

Grass-roots cultural centers are also an important force to promote social equity while promoting cultural inclusiveness. Culture is an important factor in social development, with the role of shaping social values, promoting social cohesion and cultural diversity. Grass-roots cultural centers provide tailor-made cultural services for special groups to meet their basic cultural needs, and also give them the opportunity to realize their self-worth and improve their quality of life through cultural participation. This is the embodiment of social equity, which helps to narrow the cultural gap between different social groups and promote the harmonious development of society.

### **1.2 Improving the Quality of Life of Special Groups**

Cultural activities can greatly enrich the spiritual world of special groups. Grass-roots cultural museums provide a platform for special groups to participate in social and cultural life by organizing various cultural activities, exhibitions and lectures, which can stimulate their cultural interests and help them build up a sense of self-worth and belonging. Especially for those members of special groups whose physical conditions limit their opportunities to go out, grass-roots cultural museums can also enjoy the pleasure of cultural activities and effectively improve their quality of life through live webcasting and virtual exhibitions.

Participation in cultural activities has a positive impact on the mental health of members of special groups. Participation in cultural and artistic activities can significantly reduce stress and anxiety, and enhance personal happiness and satisfaction. The cultural services provided by grass-roots cultural centers for special groups are not only limited to viewing and appreciation, but also include interaction and participation. Members of special groups can find ways to express themselves and heal their emotions in the process of participating in creation, which is extremely beneficial to their mental health and emotional stability.

### **1.3 Promoting Cultural Innovation and Social Progress**

The services and activities provided by grass-roots cultural centers for special groups can promote the innovation of cultural content and forms of expression. In the process of meeting the needs of special groups, cultural museums need to develop and design more diversified and inclusive cultural products and services, which can meet the cultural needs of special groups and promote the diversification of cultural content dissemination.

Grass-roots cultural centers promote the renewal of social values and the optimization of social structure in the process of serving special groups. To provide equal cultural services for special groups, grass-roots cultural centers convey equal, pluralistic and inclusive social values, help to build a more just and harmonious social environment, improve citizens' cultural quality and moral standards, promote understanding and respect among members of society, reduce social contradictions, and promote social stability and harmony. At the same time, through the implementation of cultural innovation activities, grass-roots cultural museums can also promote the optimization of social structure, provide more opportunities for special groups to participate in social life and contribute to society, which is of great significance for promoting social progress.

The improvement of the service system for special groups in grass-roots cultural centers can promote the innovation ability of the whole society. As the source of innovation, the vitality and innovation ability of culture directly affect the innovation environment and innovation power of society. By providing rich and colorful cultural activities and innovative service projects, grass-roots cultural museums can stimulate the creativity and imagination of special groups, provide a platform for learning and communication for the public, and stimulate the vitality of social innovation. Social innovation activities led by cultural innovation can promote cross-domain and cross-sector innovation and cooperation, promote scientific and technological innovation, management innovation and even institutional innovation, and promote social progress as a whole.

## **2. Problems Faced by the Service System for Special Groups in the Construction**

## **of Grass-roots Cultural Libraries**

### **2.1 Insufficient Investment of Relevant Funds**

Insufficient investment has directly led to difficulties in the construction and maintenance of cultural facilities at the grass-roots level. Due to the limitation of funds, the maintenance of many cultural centers can not be dealt with in time. In the case of insufficient funds, the infrastructure is either difficult to establish or can not be used normally because it can not be maintained after a period of use, which directly affects the cultural experience<sup>[6]</sup>of special groups.

The lack of funds limits the ability of cultural centers to provide diversified services. The service needs of special groups are special and diverse, and to meet these needs, cultural museums need to carry out targeted cultural activities and service projects, which require professional equipment support and staff with professional background. Insufficient investment will make it difficult for grass-roots cultural centers to bear the cost of these services and provide adequate services to meet the needs of special groups.

### **2.2 Imperfect Barrier-free Facilities**

In terms of physical environment, the barrier-free facilities of many grass-roots cultural centers are far from being fully covered. The lack of blind guide paths for visually impaired people in key areas such as entrances, passages, reading areas and multi-functional halls of cultural centers restricts the free movement of these people in cultural centers. Even if some cultural centers have barrier-free toilets, their number and distribution can not meet the actual needs, especially during large-scale activities or holidays, the convenience of special groups is greatly reduced. Some exhibits or interactive equipment that need to be operated are not designed to fully consider the convenience of wheelchair users, and the height and operation interface of the equipment are not friendly<sup>[7]</sup>.

In terms of access to information, barrier-free information transmission systems have not yet been popularized in most grass-roots cultural centers. For hearing-impaired groups, the lack of necessary sign language translation services or hearing AIDS makes

them face the problem of poor access to information when participating in lectures, exhibitions and other activities. For the visually impaired, although some cultural centers try to provide services such as tactile books or audio books, the number and types of such services are far from enough to meet the diverse needs of the visually impaired for cultural content.

In terms of service interaction, the staff of relevant cultural centers lack sufficient knowledge and skills on how to effectively communicate and assist special groups. Due to the lack of professional training, these staff are often unable to provide guidance and help to meet their needs when facing special groups, which to some extent aggravates the obstacles to the participation of special groups in cultural museums.

### **2.3 Shortage of Cultural Professionals**

The shortage of talents leads to the lack of innovation and professionalism in planning and organizing cultural activities and services for special groups, which makes it difficult to meet the diverse and individualized cultural needs of special groups. This situation is reflected in content creation, activity planning, service design and other aspects, resulting in the services and activities provided by cultural museums can not fully attract and meet the interests and needs of special groups.

The shortage of professionals is also reflected in the implementation of specific services for special groups. Due to the lack of sufficient professional knowledge and skills, it is often difficult for cultural library staff to provide appropriate communication methods and effective service methods when interacting with special groups. When serving the hearing impaired, staff may not be able to communicate effectively due to lack of necessary sign language skills; when serving the visually impaired, staff may not know how to properly use tactile AIDS or describe the contents of the exhibition. This not only affects the service experience of special groups, but also reduces the overall efficiency and quality of cultural library services.

## **3. The Construction Path of Grass-roots Cultural Museum Service System for Special Groups in the Digital Age**

### **3.1 Increase Capital Investment and Strengthen Relevant Infrastructure Construction**

Specific financial support policies and fund management systems should be formulated to provide a stable source of funds for grass-roots cultural centers. Special funds or subsidies can be set up to support the construction of barrier-free facilities, the development of digital service platforms and the implementation of special service projects. On this basis, cultural museums need to formulate detailed plans for the use of funds according to the specific needs of special groups to ensure that funds can be used accurately and effectively for the improvement of infrastructure and the application of new technologies. With financial support, cultural museums also need to introduce and upgrade the construction of digital resource databases, develop applications suitable for special groups, and provide online interaction and remote services to meet the needs of the digital age. The renewal and application of technology will greatly improve the efficiency and quality of cultural library services, and meet the needs of special groups in obtaining cultural information and participating in cultural activities.

In addition, the construction of infrastructure also needs to focus on humanized design and environmental construction to create a comfortable, safe and convenient cultural experience space. This includes, but is not limited to, adjusting the lighting, color and layout of the indoor and outdoor environment to meet the sensory needs of special groups, while providing adequate rest and interaction space to encourage members of special groups to socialize and learn in the cultural hall.

### **3.2 Introduce New Digital Technologies and Improve Barrier-free Facilities**

Grass-roots cultural museums need to introduce and apply advanced digital technologies such as virtual reality (VR), augmented reality (AR) and artificial intelligence (AI) to innovate barrier-free service modes. Through the use of VR and AR technology, grass-roots cultural centers can provide virtual guide services for visually impaired people, and use audio description and tactile feedback technology to

experience cultural content without visual information. At the same time, AI technology can be used to develop intelligent voice systems to provide voice navigation and automatic speech recognition translation services for the hearing-impaired and visually impaired, so as to achieve accessibility to information.

Cultural museums should strengthen the construction and optimization of digital resources, establish a comprehensive and diversified digital resource bank including e-books, digital exhibitions, online education courses, and ensure the accessibility of resources. This requires cultural museums to design websites and mobile applications for accessibility, implement keyboard navigation functions, provide subtitles and sign language translation options, use easy-to-read fonts and high-contrast color design, so that special groups can easily access and use these digital resources.

Cultural museums also need to strengthen cooperation with technology developers and social organizations to jointly develop customized digital tools and applications that meet the needs of special groups. Cooperative projects can not only share resources and knowledge, but also develop more targeted and practical digital service products according to the actual needs of special groups.

### **3.3 Actively Train and Introduce Cultural Professionals**

Grass-roots cultural museums should establish close cooperation with institutions of higher learning, research institutions and other institutions with abundant educational resources to jointly design and implement training plans for cultural professionals. This plan should include traditional cultural management, art history theory and other courses, as well as digital technology application, barrier-free service design, special education and other fields, so as to train professionals with comprehensive qualities required by modern cultural museums. Practice projects can also be set up to give students the opportunity to directly participate in the daily work of cultural museums during their stay in school, so as to improve their professional skills and practical working ability.

Optimizing the mechanism of talent introduction is an important measure to attract and



retain high-quality talents. Grass-roots cultural libraries should attract talents with professional skills and innovative abilities by providing competitive salaries, career development paths and working environment. For talents with high demand for special skills such as barrier-free technology developers and special education experts and scarce in the market, cultural museums can set up special introduction plans to provide more favorable conditions.

We should actively strengthen on-the-job training and constantly improve the professional skills and service level of existing employees. Cultural museums should regularly organize various training activities such as professional knowledge updating, latest technology application and service skills upgrading, especially special training for special groups such as barrier-free facilities, special psychological knowledge, sign language and Braille, so as to ensure that all employees can provide professional and intimate services.

Establish a diversified talent evaluation system, incorporate staff's work performance, service innovation ability and customer satisfaction into the evaluation indicators, encourage staff to actively improve their own abilities, create a good working atmosphere and culture for cultural museums, and attract more outstanding talents.

Promoting cross-border cooperation and introducing cross-disciplinary professionals are important ways to enhance service innovation capabilities. Cultural museums can jointly develop new service projects and products by establishing partnerships with institutions in different fields, such as science and technology companies, social organizations and art groups. Cross-border cooperation can introduce new ideas and technologies, and also bring more extensive human resources to cultural museums.

#### **4. Conclusion**

With the in-depth application of digital technology and the increasing demand for cultural services, grass-roots cultural museums are expected to become an important bridge connecting special groups and rich cultural resources. Through continuous optimization and innovation of service system, grass-roots cultural libraries can better

meet the cultural needs of special groups, and make greater contributions to promoting the diversity and inclusiveness of social culture. The construction of service system for special groups in grass-roots cultural centers is an important task in the field of culture and an important way to promote the overall progress and development of society.

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