Research on Library Management in Poor Areas under the Background of Knowledge Economy

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Abstract: Library, as an important place to spread knowledge and enrich people’s cultural life, plays a very important role under the background of knowledge economy, especially the development of libraries in poverty-stricken areas is an important factor to help local economic development. By analyzing the necessity and development status of libraries in poverty-stricken areas, this article puts forward four aspects to help library construction: distributing books to the countryside, raising funds through multiple channels, strengthening the construction of library human resources and increasing publicity efforts.

Keywords: Libraries in Poverty-Stricken Areas; Present Situation of Libraries; Solutions

With the development of the times, the country’s demand for personnel training at all levels is constantly expanding, because only when the people master knowledge can the economy develop at a high speed. In the poverty alleviation work, knowledge needs of people in poor areas have become particularly important. However, due to various factors such as economic backwardness, lack of human and financial resources and other factors, the development of their library is unsatisfactory. Therefore, this article discusses the present situation and countermeasures of library development in poverty-stricken areas.

1. The necessity of library existence under the background of knowledge economy

With the deepening of education and the continuous strengthening of professional skills training, people gradually realize the importance of knowledge. Under the background of knowledge economy, learning becomes particularly important, and one of the important ways to learn knowledge is reading books. Library, as the management center of cultural knowledge, collects various documents and materials, and plays a very important role in social education, which can improve people’s cultural quality, and is a place to protect people’s cultural rights and interests. Through reading, people can not only appreciate the charm of writing, but also learn a lot of theoretical and practical achievements, and apply them to all aspects of regional construction.

2. The present situation of libraries in poor areas

Under the influence of various factors, such as local economic development and people’s ideas, different regions attach different importance to libraries, especially in poor areas. Due to various conditions, the development of libraries is not ideal. It is mainly reflected in the following four aspects.
2.1 Library resources can’t meet the demand

First of all, compared with economically developed areas, libraries in poor areas have fewer books. According to the statistics of Shangqiu Library, the largest library in the city has designed 2 million books, but only 600,000 books are actually collected. According to 2017, the number of books collected by public libraries of county-level administrative units in China reached 0.61 per capita, but there are not many libraries of county-level administrative units in this city that meet this standard, even the per capita books collected in a county were far below the national level[1].

Secondly, libraries in some poverty-stricken areas do not regularly check the integrity of books, some books are seriously aging, and some even show signs of damage. In order to increase the number of books in their collections, some libraries still put old books with a long history on the bookcase, but these books may have been revised many times or have been eliminated, and their contents can no longer keep up with the development of today’s society.

Furthermore, the categories of books in libraries in some poor areas are relatively unpopular with the public. Moreover, people in some areas are uneducated because of poverty, and their education level is not high, so they may not be able to read or understand the contents of books in the library, and then gradually, the library is no longer attractive to them. It is precisely because the books in the library are incomplete and do not meet the needs of local people, so they can’t improve their reading interest, which leads to the library becoming sparsely populated and declining.

2.2 Insufficient funds for library construction

The cost of library generally comes from financial allocation. Because the local government is short of funds and the development of library can’t promote the local GDP, the government workers believe that investing in library construction can’t make both ends meet. So they don’t pay much attention to library construction. From the perspective of library financial allocation, according to the data of the Central People’s Government Network of the People’s Republic of China, although the absolute amount of financial allocation of public libraries in China has greatly increased from 2013 to 2017, the proportion of the overall financial allocation of public libraries to cultural undertakings has decreased year by year[2]. Moreover, the funds used in libraries are mainly used to pay employees’ salaries and benefits. In addition, the cost of purchasing new books is too expensive for poor areas, so there are very few funds used to purchase new books or optimize the environmental facilities in the library.

2.3 The staff’s ability is low

Because of the poor economic development in poverty-stricken areas, many people often choose to go out to work and seek development in economically developed areas. The people who stayed behind are not highly educated. The staff that the library can recruit may only have jobs and incomes to support their families, and they have little understanding of the contents of library management. Sometimes, in order to reduce expenditure, a considerable number of staff are temporary workers. The division of responsibilities and daily affairs in the library are not clear enough. Staff members who have low academic qualifications do not know how to preserve books, record the borrowing and returning of books, and update books regularly. The above reasons lead to the phenomenon that books are damaged, borrowed or not returned, or books are old, which cannot meet readers’ knowledge needs[3–5].

2.4 The propaganda service is not deep enough and has not been paid attention to by all sectors of society

The social benefits embodied in the process of disseminating knowledge often take a long time and cost more manpower, material resources and financial resources, so it is difficult to get the attention of higher-level leaders, which to some extent leads to the government’s less financial allocation and can not meet the needs of library construction. Secondly, because some traditional ideas have been passed down from generation to generation, some people think that it is useless to learn knowledge. It is better to go out to learn a craft and rely on labor to support themselves and their families. Or because of the influence of farming culture, people often pay attention to the things in the fields, and have no mind or time to receive education and read books. Furthermore, poverty-stricken areas lack resources in all aspects
and have little contact with the outside world, so they can’t let the outside world focus on the local development situation through the exposure of social media, and can’t get the attention and help from all sectors of society[6].

3. Solutions to the present situation of libraries in poor areas

3.1 Carry out the activities of accurately distributing books to the countryside and improve the collection of books

On the one hand, library staff need to use limited funds in appropriate places. Books collected in libraries in poverty-stricken areas should be purchased according to the local people’s educational level, and related technical books can also be selected according to the local development situation, for example, books on scientific farming, pest control, animal husbandry, etc., should be purchased in areas dominated by farming and aquaculture to help them better cultivate and cultivate. On the other hand, we can call on people in economically developed areas to donate their idle books and send them to poor areas, but these books must be well preserved. In addition, libraries can collect some extra teaching materials and extra-curricular books from schools and send them to poor areas, which will help local children learn knowledge. At the same time, they will cooperate with universities and higher-level libraries in nearby areas to “flow” the collected books and change the books lent to libraries in poor areas irregularly.

3.2 Raise funds for library development through multiple channels

First of all, we should make the local government realize the importance of the library and increase the financial input to the library. If the government’s financial revenue is really limited, it can also help the publicity through its own influence, so as to get the attention of other regions and get financial support. Library staff also need to actively strive for various financial allocations. Library funds not only come from the government, but also can expand funding channels and win financial help from various social organizations and foundations. Social welfare activities are also a good method, which can not only increase the publicity of libraries, but also encourage the whole society to participate in library construction. Furthermore, social workers can be encouraged to donate books and funds spontaneously.

3.3 Strengthen the construction of library human resources

The development of libraries in poverty-stricken areas is inseparable from people, so library administrators need to have certain professional knowledge to adapt to or promote the development of libraries. In the process of personnel recruitment, people with professional expertise can be selected to join the management team, and professionals from all walks of life can be encouraged to participate in the management work[7]. The original staff can also be sent to other well-developed areas for training, and constantly explore and summarize in the work to form a management mode suitable for local characteristics. In the process of personnel management, rewards and punishments should be clearly defined, people with poor work attitude and careless work should be dismissed in time. Personnel quality training should be strengthened, and good service consciousness should be established.

3.4 Increase the propaganda of library construction in poverty-stricken areas

In the era when the Internet is so developed, we can use online media to publicize libraries in poor areas, and let more people know about the development of libraries in poor areas by shooting videos and writing tweets. Librarians can operate some social accounts, actively serve readers, and know the shortcomings of the library in time. They can also consult other well-done librarians about the secrets of success and learn more management knowledge from them[8]. Occasionally, we can share some library daily life on these platforms, so as to get more people’s attention and attract more construction funds and talents. The key point is to change the local people’s ideas and make them realize the importance of learning knowledge and the existence of the library, so as to increase the flow of librarians and ensure the normal operation of the library[9–10].

4. Conclusion
Under the requirements of knowledge-based economy and overall poverty alleviation, attention needs to be paid to the construction of libraries in poverty-stricken areas, including how to get financial support, how to improve librarians’ quality, how to increase publicity and how to change people’s ideas need to be explored constantly. Only by adapting to local conditions and finding a suitable way for local development can libraries play a better role in economic development.

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