Analysis of Nantong Public Culture Supply Mode Innovation Based on "Internet +" Platform

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Abstract. Currently, public cultural services are mainly provided by the government, there is a contradiction between supply and demand. Use the "Internet +" innovation-driven thinking to establish a demand-centric innovation mechanism for public cultural supply, rely on big data, cloud computing, information technology, cloud sharing and mobile Internet to build a public cultural Internet service platform, forming "Internet + "Public cultural services" resource information sharing model, innovate the supply of public culture, enrich the content of public cultural services, encourage social forces to participate in cultural construction, at the same time focus on the integration of science and technology, effectively meet the public cultural needs, solve the contradiction between supply and demand in public cultural services.

Keywords: "Internet +", Public Culture, Supply Innovation

1. Introduction
The “Law of the People ’s Republic of China on the Protection of Public Cultural Services” adopted by the Twelfth National People ’s Congress on December 25, 2016 clearly stated that public cultural services are led by the government and participated by social forces to meet the basic cultural needs of citizens. Provide public cultural facilities, cultural products, cultural activities and other related services. The construction of the public cultural service system has a certain role in promoting the spiritual and cultural life of the people, improving the quality of national civilization, promoting the core values of socialism, and promoting the prosperity and development of socialist culture. Public culture is a special category of culture. It is based on public facility activities. It not only has the material form embodied by the surface culture, but also has the spiritual and humanistic meanings reflected by the middle and deep cultures. The supply of public culture with socialist characteristics must melt the vitality, creativity and cohesion of the nation [1]. Since the 19th National Congress of the Communist Party of China, it has been constantly deepening reforms, fully promoting the construction of a modern public cultural service system, expanding the scale of the cultural industry, enhancing the protection of cultural heritage, and prospering the cultural market. The basic task of building a socialist culture is to increase the supply efficiency of public cultural services. It is necessary to carry out refined public cultural services, make full use of "Internet +" innovation-driven thinking, and rely on public cultural resources to build "Internet + public culture". "Service" platform, optimize the cultural life of serving the masses, and establish a modern public cultural service supply
mechanism.

2. Nantong Public Culture Supply Status

As a prefecture-level city in the southeast of Jiangsu Province, Nantong is a gateway city in the north wing of the Shanghai metropolitan area and a national historical and cultural city, with a unique Jianghai culture. In 2016, Nantong accelerated the construction of a modern public cultural service system and issued the "Implementation Opinions on Accelerating the Construction of a Modern Public Cultural Service System" (Tongbanfa [2016] No. 34), which increased its investment in the public cultural service system to ensure the supply of public culture [2].

Nantong is accelerating the construction of a public cultural service system, actively creating a provincial-level public cultural service system demonstration area and the first batch of book-scented cities in Jiangsu Province. It is estimated that by 2020, Nantong City will achieve 100% coverage of public cultural facilities. The area of 10,000 people possessing public cultural facilities is not less than 1500 square meters. More than 95% of the city’s comprehensive cultural stations (cultural centers) in towns (streets) reach the eastern part of the country. According to the standard, the village (community) comprehensive cultural service center library and the county-level library can be borrowed and returned, and the resource sharing coverage rate can reach 100%. The main public cultural supplies in Nantong are as follows:

2.1 Museum

Nantong is the birthplace of China's museum business and is known as the "Cradle of Chinese Museums", "China Museum City" and "Hometown of Culture and Expo". At present, there are nearly 20 large and small museums around the Haohe River in the urban area. There are nearly 60 museums in various industries and types (exhibition halls, memorial halls, art galleries, art galleries) in the entire Nantong area.

2.2 Library

There are 8 national first-level libraries in Nantong, namely: Nantong City Library, Tongzhou District Library, Haimen City Library, Rugao City Library, Qidong City Library, Haian City Library, Rudong County Library, Rugao the city’s children’s library is a national-level library; all 8 universities in Nantong have libraries. The community has a reading room and a farmer's college. By the end of 2017, there were 1,632 farmer's bookstores in Nantong.

2.3 Mass Cultural Activities

In order to enhance the level of cultural benefit to the people, strengthen the effect of cultural brands. Nantong City carried out a series of cultural brand activities with public participation, such as the May Wind Cultural Exhibition Month, Haobin Summer Night, and Public Cultural Service Month.

2.4 Other Cultural Activities

Carried out brand activities such as "Our Festival", "Cultural River Trip" and "Jinghai Lecture", and carried out activities such as national reading activities, public cultural service display month activities, performances by cultural groups outside the city, and arts and cultural benefits.

3. An Analysis of the Current Status of Public Cultural Supply in Nantong

Since the 13th Five-Year Plan, Nantong has continuously increased its investment in public cultural services. Although the public cultural supply has achieved good results, there are still certain deviations in demand and supply, mainly reflected in the following aspects:

3.1 The Overall Demand for Public Culture Is Increasing and the Supply Is Insufficient

With the improvement of living standards, the increase in income, and the increase in expenditure on culture, cultural demand has begun to focus on the quality and quantity of public cultural services
output, publicity and promotion of public cultural services, and the equalization of urban and rural public cultural services. For some high-quality cultural services with a high sense of identity, you are more willing to experience it twice or more times, such as the "Haobin Summer Night" held in the Huanxi Cultural Square every summer, and the "Jinghai Lectern" activity of the City Library. Every time the participation is very high, the masses like it very much and can enjoy and benefit from it. Recently, China has increased its investment in public cultural services, coupled with allowing social organizations to build public culture, the number of activities, venues, and institutions provided by public culture is increasing every year, and the total amount of cultural services is rising. Trends, but still can’t meet the needs of the public.

3.2 Single Supply Body, Insufficient Capital Investment
The provision of public culture is a part of the construction of a social public cultural system. It should be supported by appropriate public finances, but the proportion of finance is relatively low. According to the statistical data of Nantong Statistical Yearbook 2016-2018 (see Table 1), Nantong City has been in the past three years The expenditure of cultural services accounts for about 1.1% to 1.7% of public fiscal expenditure, and it shows a downward trend[3]. For a long time, public cultural services have been mainly borne by the government. In recent years, the market has been opened, competition mechanisms have been introduced, and the government has optimized its functions, allowing private organizations, intermediary organizations, or private individuals as supplementary mechanisms for public cultural services, helping the government share part of the Cultural supply functions complement each other. But in fact, other organizations are developing slowly, mainly relying on the government, private enterprises and voluntary organizations are few in number, lack of coordination ability, and service awareness is weak. In order to meet the increasing public cultural demand of the public, the government is continuously increasing the investment in cultural undertakings, but the proportion of fiscal expenditure is lower than that in developed countries, and the cultural supply is insufficient. The government's financial capacity is limited, and the degree of marketization is not high. The scale effect of social funds is not yet obvious. In general, the investment in public cultural services is insufficient.

| Table 1. Public financial expenditure and cultural service expenditure of Nantong City |
|-----------------------------------------------|-----------------|-----------------|-----------------|
|                                | 2015            | 2016            | 2017            |
| Public expenditure             | 7489715         | 7492221         | 8100804         |
| Cultural service expenditure   | 125305          | 123935          | 91359           |
| The proportion of cultural service expenditure in public fiscal expenditure | 1.673%          | 1.647%          | 1.128%          |

Data source: Nantong Statistical Yearbook 2016-2018  Unit: ten thousand yuan

3.3 Facilities Have a Single Function, and Public Cultural Needs Lack a Communication Platform
The demand for public culture shows a trend of diversity. In the previous survey, it was found that the elderly can participate in public cultural activities better due to the relatively stable time and work, while the young people lack free time due to work or family. The participation of the event is not high, but there is relatively more demand for cultural activities such as training, Internet, cultural and creative, film, social networking, books and periodicals. This requires the government to increase investment and establish an effective communication mechanism, such as WeChat public service number, applet and some mobile APP, timely release information provided by public culture, different individuals choose a public culture that suits their needs. With the government's increased investment in public culture, public cultural services can basically meet the needs of the public and be recognized by the public, especially in public facilities and cultural activities that are popular. As the best development of the central urban area, Nantong City has a relatively early start. The layout of supporting public facilities and cultural venues is dense and reasonable. There are museums, libraries, cultural and sports centers, theaters, and public cultural squares, which can basically meet the public's
culture. Activities are needed, but cultural activities lack a platform to communicate, information transmission is not in place, and the public is unaware of the development of some cultural activities, such as the opening of venues and lecture arrangement information, themed activities carried out by museums, and the lack of specific information such as cultural performance arrangements for the masses Platform delivery. The construction of the existing information consulting and publishing platform is relatively small, the publicity is not extensive enough, and the public does not have a good understanding of the platform [4].

3.4 Inadequate Cultural Team Building, Supply Quality Needs to Be Improved
The lack of grassroots cultural teams will directly affect the organization and development of various cultural activities, and is not conducive to the introduction of public cultural services at the grassroots level. The lack of cultural talent will also lead to the failure of public activities. Therefore, the construction of cultural teams at the grassroots level is a problem that needs to be solved urgently. In recent years, although investment in this area has been continuously increased, the investment in the field of public cultural services is still insufficient compared with the investment in education and sports. Insufficient investment directly increases the difficulty of operating cultural units, resulting in underpaid cultural workers and poor welfare, which hinders the introduction of excellent talents and even poses a threat to the maintenance of existing personnel. The public cultural service team the stability of China has been greatly challenged, and the lack of team building has also brought about the problem of low supply quality. With the popularization of education and science and technology, the public began to pay attention to the quality of public cultural services, and the demand for and importance of public culture is relatively high. Coupled with the rapid development of the Internet and the use of tools, the demand for public culture has undergone a qualitative change compared to the past. The public has more and more demands for culture. At the same time, it pays more and more attention to quality and quality.

4. Innovation of Nantong Public Culture Supply Mode under the Background of "Internet +"
Public cultural services are an important part of government public services and an important aspect of cultural construction. The government should actively build a public cultural service system, protect citizens' basic cultural rights and interests, and meet the basic spiritual and cultural needs of the broad masses of the people. Nantong City should learn from the practical experience of public cultural service systems in developed countries in the West, such as the United States and France, in combination with the specific facts of Nantong City to innovate and supply public culture.

4.1 Promote Social Forces to Participate In Public Cultural Services and Increase Supply
With the development of the economy, the characteristics of public culture have emerged, such as popularization, diversification and individualization. This requires the government to continuously adjust the content of cultural supply, combine traditional culture with the Internet, and use network thinking to treat public culture. Integrate resources. We can learn from the practice of public cultural services in New York, the United States, and take advantage of technological leadership and Internet technology to provide public cultural services. For example, the "American Memory" project focuses on the preservation of cultural resources, and the use of digital means to develop American culture. The history is organically combined, and the history of the United States is organically combined in three themes and eight time periods to form a "American Memory" resource library, using Internet technology to establish a unified interface for people to consult, forming a complementary and shared resource, and establishing Cultural databases can integrate cultural resources and have certain practical significance.

The public cultural supply needs to be transformed from government investment means to public finance as the support, to establish a government-led government financial input guarantee mechanism in accordance with the needs of the public, give full play to the participation of private capital in public cultural construction, establish multiple investment mechanisms, and expand public The
channels of cultural service investment form a pattern of “primarily government public investment and supplemented by multi-channel social investment. Using the Internet as a carrier to carry out technological revolutions, use Internet thinking, and use new technologies, methods and methods. Renovate service content, change working mechanisms, and encourage multiple public cultural service subjects to participate in the provision of public culture. The government exercises management functions, guides the development of public culture, and uses the development of the Internet by organizing Internet learning activities, online education courses, online video materials, etc. Cultivate public network participation capabilities.

4.2 Increase Investment in Public Culture and Broaden Financing Channels
Public cultural services should increase investment in infrastructure, build a platform for public cultural services based on remote access technology, realize the sharing of cultural resources information, and enhance the convenience of the public to enjoy public cultural services. The information sharing project can effectively solve the problem of the last mile of public cultural supply. By uploading and collating the content of cultural facilities, cultural resources, cultural activities, video and image materials to the platform network, the public culture can be easily and conveniently supplied anytime, anywhere. The public obtains public culture on demand. In practice, we can learn from the practice of cultural services in Paris, France. Paris has established the most developed public library network in France, which has networked museums and digitized cultural heritage. The network resource platform has broken the traditional way of obtaining information and provides public culture in all aspects. To facilitate the public to enjoy public cultural services, and enhance the participation of public cultural activities.

The capital investment of public cultural services should be supported by public finance, establish a government-led government financial input guarantee mechanism in accordance with public needs, learn from developed countries, increase fiscal expenditures, and increase investment in public cultural services. At the same time, financial subsidies such as government subsidies, government guarantees, government operation subsidies, tax incentives, and loan discounts can be used to encourage various cultural enterprises to participate in the provision of public cultural services. Provide various preferential policies for cultural units with good business benefits, such as simplifying mortgage procedures, preferential loan interest rates, zero guarantees, and extending repayment terms to broaden the financing platform. Establish a donation and incentive mechanism for public cultural undertakings, attract enterprises, organizations and individuals to invest in public cultural services, and achieve a stable investment environment through tax relief and financial support [4].

4.3 Build an Internet Platform and Use the Internet Platform to Provide Public Culture
Public cultural services can be quickly and timely delivered to the public through a platform built on the Internet. The public can choose public cultural services of interest according to their needs. Through the networked menu-based supply, they can independently select the content of cultural projects and greatly improve the efficiency of the service. To enjoy public cultural services conveniently and in a timely manner, you can establish vertical cultural supply platforms at all levels, use digital service technology to build a public cultural enjoyment, feedback, and evaluation mechanism, adjust the content of public cultural supply in a timely manner, and shorten the time and space between public cultural supply and public Spatial distance improves the service efficiency. Nantong City can learn from the practice of "people's cultural supermarket" in Jiaozuo City, Henan Province. In order to solve the rapidly growing demand for public culture, on the basis of integrating existing cultural service resources, "people's cultural supermarket" was established, using supermarket-style supply, Menu-based services and order-based delivery methods effectively meet the public's public cultural needs, integrate cultural resources such as libraries, museums, and mass events in Nantong City to form platform resources, use big data analysis, adjust content in a timely manner, and provide effective supply. The specific dynamic mechanism of public cultural resources is shown in Figure 1.
Figure 1. Design of the dynamic mechanism of public cultural services in Nantong

The Internet can effectively optimize the allocation of resources. "Internet +" breaks through the limitations of time and space. Through the application of technology, the establishment of an Internet platform can effectively enrich the content provided by public culture. For example, public cultural products and public cultural activities can expand the supply of public cultural services by means of Internet platform promotion, interaction, publicity, and on-demand. With the continuous development of "Internet +" and technological innovation, public cultural supply services can use the Internet platform to provide public cultural services. In recent years, various places are building public cultural service networks, establishing portal sites and other public cultures using the Internet as a carrier. Supply as the carrier of the supply set, use the Internet platform + supply content to carry out public cultural services, and use the Internet platform to online supply content, such as "Internet + Museum", "Internet + Library", "Internet + Cultural Museum", "Internet + Evening "and other online and offline integration modes. Through the network structure platforms such as big data, cloud services, cloud storage, etc., public cultural resources are effectively linked together, and the connectivity of the Internet is used to realize the sharing and sharing of public cultural supply, effectively extending the radius of public cultural supply. Tools such as mobile terminals, televisions or mobile phones access the information platform and accept related public cultural services.

4.4 Strengthen the Cultivation of Talents and Promote the Deep Integration of Culture and Technology

Public cultural services should not only increase investment in infrastructure, but also pay attention to the cultivation of talents, increase financial investment, improve the total amount and quality of talents, and train high-quality and innovative cultural talents with complex capabilities. Establish a scientific training mechanism for cultural service talents, improve the quality of talents through cooperation with cultural and art colleges, and strengthen cooperation and exchanges with cultural industry organizations at home and abroad. Scientifically managing and inspiring public cultural service talents, improving the talent management mechanism, establishing a cultural talent database, and attaching importance to cultural talents, a reasonable salary system can encourage talents well, and retain talents to reflect the market value of talents [6].

The supply of public culture should use modern science and technology to integrate, accelerate the integration of public cultural digital resources, establish a digital service platform based on "Internet +", and integrate through the application of new technologies such as big data, cloud computing,
Internet of Things and mobile Internet Cultural resources, digitize, network, and video public cultural resources, establish a public digital cultural service network, and continuously update the access system in conjunction with new changes in the development of information technology to achieve multi-terminal access, comprehensive coverage, and cross-platform multi-channel release. In the "cultural sharing cloud" operation, the public can find the corresponding cultural supply through certain tools and operating software. For example, the application of VR technology is a good practice. Through the integration of cultural resources or cultural activities, special video and image materials are formed. VR glasses can be used to experience the development of cultural activities in an immersive manner. The fidelity is extremely high. The large "Hung Kwan man-do" interview program covering the Long March used webcasts, hand-drawn maps, VR panoramas, and interactive games to fully demonstrate the development of the Red Revolution culture.

5. Conclusion
The provision of public cultural services is a series of activities led by the government to meet the cultural needs of the public. The supply of public cultural services directly affects the development of public cultural activities. In the "Internet +" era, the government needs to combine the new characteristics of public cultural needs with innovative supply capabilities and promote technological innovation in public cultural services. Combining Nantong's public cultural resources, the article proposes an innovative way of public cultural supply under the "Internet +" environment, and uses the "Internet +" platform to effectively improve the supply mode of public cultural services, using the Internet's optimizing role in resource allocation, innovate supply methods, and effectively provide public cultural services.

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