Study on the Effect Evaluation and Feedback Mechanism of Accurate Dissemination of Public Welfare Books in China

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Abstract: The intrinsic requirements for the precise dissemination of public welfare books in China mainly include the differentiation of communication objects, the personalization of communication content, the differentiation of communication timing, and the precision of the push process. The construction of the evaluation system for the precise dissemination effect of public welfare books in China must be based on four first-level indicators: communication breadth, depth, effectiveness, and efficiency. The construction of the practical application system for evaluating the precise dissemination effect of public welfare books in China includes three modules: information collection system, real-time monitoring system, and data analysis system. The shortcomings of the feedback mechanism for evaluating the precise dissemination effect of public welfare books in China mainly include insufficient feedback initiative, imperfect feedback work system, unsmooth feedback channels, and lack of full-time feedback staff. Improving the feedback mechanism for the precise dissemination of public welfare books in China includes improving the organizational, institutional, and system control guarantees of the feedback mechanism for the precise dissemination of public welfare books in China.

Keywords: Public welfare books; Precise communication; Effect evaluation; Feedback mechanisms

The attention paid to the theoretical research and practical application of precision communication of public welfare books in China is relatively low. With the rapid development of computer technology, the construction of the evaluation system and feedback system and mechanism for the accurate dissemination of public welfare books in China has received solid technical support, and the feasibility has been greatly improved.

1. The Intrinsic Requirements for the Accurate Dissemination of Public Welfare Books in China

The intrinsic requirements for the precise dissemination of public welfare books in China mainly include the differentiation of communication objects, the personalization of communication content, the differentiation of communication timing, and the precision of the push process.

(1) Differentiation of communication targets

The differentiation of communication objects reflects the segmentation of communication, which refers to the reclassification of communication audiences and communication content according to the differences in the audience's search and browsing behavior, search and browsing habits, psychological characteristics, demand preferences, etc., through market research. The main body of public welfare book dissemination is guided by the audience's attention, not only tracking the audience's interests in the content, but also constantly locating the audience's concerns in the process of dissemination, compressing the audience's search time through algorithms, reorganizing the content and methods of dissemination, and pushing personalized content and services for the audience.

(2) Personalization of communication content

Under the premise of focusing on the communication object, the main body of public welfare book dissemination analyzes the characteristics and needs of each type of audience group. It launches content that meets the personalized needs of the audience better to trigger the audience's search and browsing behavior. Personalized content based on focus constitutes a large content end for accurate information dissemination.

(3) Differentiation of communication timing

Audience attitudes towards information vary from time to time. The differentiation of the timing of precise communication refers to the fact that the main body of public welfare book communication uses data analysis to sort out the time when the audience is most likely to need accurate communication or is willing to accept accurate communication, summarize the time when the audience usually does not need accurate communication, and choose the appropriate time to carry out accurate communication promptly, to avoid accurate communication causing disgust to the audience. Public interest book dissemination entities can push matching content based on the audience's search, browsing, or collection behavior to guide the audience's attention. Accurate communication should choose the time or location where the audience's privacy is less concerned, and the audience is less concerned to reduce the audience's negative attitude.

(4) Precision of the push process

Finally, precise communication also requires precision in the push process. The precision of the push process pursues the formation of big data based on tracking and recording the audience's network operation behavior and uses algorithm analysis and processing of big data content as personalized features to provide accurate and personalized information and services for the audience. The differentiation of information dissemination objects, content personalization, and timing differentiation belong to the ex-ante control, and the precision of the push process belongs to the in-process process. It not only requires the ability of public welfare book dissemination subjects to identify audiences, match content, and arrange communication timing, but also requires as little deviation as possible in implementing accurate communication.

The intrinsic requirements for the precise dissemination of public welfare books in China have been concretized in terms of communication objects, communication contents, communication practices, and push processes, and it is imperative to evaluate them quantitatively. In order to measure the effect of accurate dissemination of public welfare books in China, it is necessary to construct a relatively complete evaluation index system, which is relatively reasonable and feasible based on four first-level indicators.

2. Evaluation Index System for the Effect of Accurate Dissemination of Public Welfare Books

The construction of the evaluation system for the accurate dissemination effect of public welfare books in China needs to be based on four first-level indicators: communication breadth, communication depth, communication

effectiveness, and communication efficiency, and the index system is relatively comprehensive and measurable.

(1) Evaluation Index of the breadth of accurate dissemination of public welfare books in China

The most common evaluation index for the breadth of accurate dissemination of public welfare books in China is the index of the scale of reaching audiences. The size of the audience reached refers to the estimated number of people who have watched, listened to, or read the disseminated content, which intuitively reflects the effect of the dissemination scale of the content. The unit of audience size is generally "people", and the expression "reach" (reach) is more applicable. Under the concept of new media, the size of the audience reached refers to the number of visits, registrations, subscriptions, or followers of websites, online video platforms, or social media accounts. Performance metrics that reach audience size are relatively accurate.

(2) In-depth evaluation index of accurate dissemination of public welfare books in China

The indicators of the precise effect dimension of public welfare books are mainly the duration of content consumption, the number of content consumption, and the number of content interactions, and their focus is on the content, that is, focusing on the length, quantity, and feedback of the content being watched, listened to and read. The development of emerging media and the improvement of back-end data statistics technology has provided technical support for the wide application of this indicator.

Content consumption time is the time that content is watched, listened to, or read by the audience and is usually counted within a certain time interval. The number of content consumption is the number of people who watch, listen to, or read the content, which can be the number of people or the number of times, which accurately and intuitively reflects the dissemination effect of the content. Based on this effect index, the precise communication objects as content can be compared horizontally and objectively, genuinely reflecting the depth of the effect of communication. The number of content consumed is based on performance data derived from real-time monitoring of audience behavior. The number of video views, audio listening, and graphic reading measures the content consumed on emerging media platforms. The number of content interactions reflects how much attention the audience pays to the content through interactive behaviors. Interactive behaviors are more effective in reflecting the depth of effect. In the era of traditional media, communication and interaction behaviors are mainly calls or letters from the audience, and their annual number has become an important indicator to measure the communication effect. On emerging media platforms, communication interaction behaviors are mainly likes, comments, forwards, etc.. Statistics are mainly based on background data, and the amount of interaction in a fixed time means that the audience pays attention to or appreciates the content, which is an important indicator to measure the effect of communication depth.

(3) Evaluation indicators of the effectiveness of accurate dissemination of public welfare books in China

The effect of accurate communication of public welfare books in China can be measured from the following four secondary indicators: trust, proximity, understanding, and loyalty. Trust refers to the degree of trust the audience has in the subject of communication, which varies according to the difference in the subject or content of the communication. Closeness refers to the audience's psychological acceptance of the content, and the main rating ranges from dislike to like, which can be quantitatively scored. Comprehension refers to the audience's understanding of the content, and the main rating ranges from error to accurate, which can also be quantitatively scored. Loyalty reflects the audience's continuous attention and love for the accurate dissemination of public welfare books in China.

(4) Indicators of the efficiency of accurate dissemination of public welfare books in China

The dimension of the efficiency of China's public welfare books mainly measures the effect of capital investment. For the accurate communication of public welfare books in China, the indicators of the efficiency dimension are

mainly the cost input of the unit audience, etc., and the efficiency and effectiveness of capital investment are assessed. The precise dissemination efficiency of public welfare books in China focuses more on the management level, which can be measured by the annual expenditure of the unit audience, with the total capital investment as the denominator and the total audience size as the numerator, and the results are obtained by dividing the two, to measure the average cost input-output effect of a single audience every year.

The theoretical construction of the evaluation system for the precise dissemination effect of public welfare books in China has been substantially completed in the previous section of the study. But how should it be applied in practice? It requires a well-constructed system of practical application.

3. The Basic Framework for the Construction of the Practice and Application System for the Evaluation of the Precise Dissemination Effect of Public Welfare Books in China

The construction of the practical application system for evaluating the precise dissemination effect of public welfare books in China includes three modules: information collection system, real-time monitoring system, and data analysis system.

(1) Information collection system for the evaluation of the effect of accurate dissemination of public welfare books in China

The information collection system is the basic support for evaluating the effect of communication, and it also provides strong data support for strategic communication planning and innovation development research. At present, in the field of public welfare book dissemination, China has not yet established a global, systematic, professional, and normalized effect information collection system, and most of them collect some annual or phased effect data or feedback based on the principle of convenience and use this as the main basis for effect evaluation. The construction of information collection systems mainly includes quantitative and qualitative information collection systems. The important work of the quantitative information collection system includes questionnaire surveys, content analysis, and obtaining data on viewership and listening rate and the communication effect of emerging media. Focus groups and in-depth interviews are the main methods for constructing a qualitative information collection system.

(2) Real-time monitoring system for the evaluation of the effect of accurate dissemination of public welfare books in China

The real-time monitoring system follows up the communication effect in real time or collects communication feedback. The monitoring system mainly includes real-time monitoring and periodic monitoring. Among them, real-time monitoring mainly provides real-time feedback for evaluating communication effects to adjust or revise communication strategies and measures promptly. Periodic monitoring is based on the feedback summary of a certain time, including data such as scale, positive and negative proportions, etc., to provide a reference for the periodic evaluation of the communication effect.

(3) Data analysis system for the evaluation of the effect of accurate dissemination of public welfare books in China

The analysis system is mainly based on survey data to establish an analysis model and provide comprehensive or particular analysis results to evaluate the effect of communication. The following data and information are the prerequisites for accurate data analysis results: first, survey data, including comprehensive surveys, reading volume, click-through rate, etc.; second, network data, including website analysis, social media analysis, network metrics, etc.; Third, qualitative textual data, including government responses, as well as small-scale surveys of audiences and experts.

4. Shortcomings in the Feedback Mechanism for the Evaluation of the Precise Dissemination Effect of Public Welfare Books in China

After the construction of the practical application system for the evaluation of the communication effect of public welfare books in China, the following shortcomings are found to be in comparison and reflection on the current situation of the construction of the feedback system for the accurate dissemination of public welfare books in China: insufficient feedback initiative, imperfect feedback work system, poor feedback channels and lack of full-time feedback staff.

(1) The feedback agency of the accurate dissemination effect of public welfare books in China is insufficient

The lack of feedback initiative is mainly manifested in the lack of enthusiasm for the subject and the object of accurate dissemination of public welfare books in China. On the one hand, some public welfare book dissemination entities lack interaction and communication with the audience and are unwilling to take the initiative to solicit service feedback. On the other hand, the audience's awareness of the right to enjoy high-quality services is insufficient, the subjective demand for service satisfaction is not strong, and they rarely take the initiative to put forward opinions and suggestions, which makes it difficult for service work to obtain effective feedback information. Precisely disseminating public welfare books is important to China's public cultural service system. In the final analysis, improving the feedback mechanism of cultural needs is to protect the public's fundamental cultural rights and interests. Due to the public's insufficient understanding of their cultural rights and interests, the awareness of rights protection is weak, resulting in the waste of cultural resources and the deviation of cultural demand feedback, which not only damages their rights, but also is not conducive to the healthy operation of the public cultural demand feedback mechanism.

(2) The feedback system for the accurate dissemination of public welfare books in China is not perfect

Many public interest book dissemination entities have not established a particular feedback work management system, lack detailed and specific work regulations, and cannot clarify responsibilities and tasks regarding organization, measures, procedures, and operations. Due to the lack of institutional norms and guidance, managers are at a loss for feedback work or do not pay attention to it and are not active, and feedback work is not effectively implemented.

(3) The feedback channel for the accurate dissemination effect of public welfare books in China is not smooth

Many of China's public welfare books accurately disseminate the main body of information collection only in the suggestion box or opinion book, or online message, all of which collect information passively, rarely actively collected, and the lack of feedback information acquisition channels and single means have resulted in insufficient information collection. However, most of the audience's feedback is critical negative information. The information stakeholders can deliberately control the negative feedback information. It is impossible to achieve timely and accurate feedback information to reach the top management of public welfare communication subjects.

(4) There is a lack of full-time staff for accurate communication effect information feedback of public welfare books in China

The original feedback information is often scattered, messy, and one-sided. It needs to be collected, summarized, screened, refined, and classified to ensure that the data is organized, systematic, and of high value. However, many of China's leading bodies for accurately disseminating public welfare books lack full-time personnel or office departments responsible for this work. Therefore, the feedback information has been stranded at the grassroots level for a long time and cannot play its due role.

5. Strategies for Improving Feedback Mechanisms for the Accurate Dissemination of Public Interest Books in China

According to the shortcomings of the feedback mechanism for the accurate dissemination of public welfare books in China, an improvement strategy is proposed: improve the organizational, institutional, and system control guarantees.

(1) Improve the organizational guarantee of the feedback mechanism for the accurate dissemination of public welfare books in China

The organizational structure is the basis for the smooth implementation of the feedback work. The main body for accurately disseminating public welfare books in China should establish a three-level management organization for information feedback composed of top managers, heads of middle-level management institutions, and all grassroots staff. A particular information feedback function should be set up, and activity funds should be invested as expenditure budgets, giving the authority to carry out actual work. The information feedback functional department is responsible for coordinating, inspecting, and supervising daily feedback work and the summary, sorting, reporting, and regular announcement of information. The top management is the management level of the organization to ensure the implementation of feedback work; The middle management department is the business level of the organization to ensure the breadth of the implementation of feedback work; The grassroots staff is the operational level of the organization to ensure the depth of implementation of the feedback work. The management level is responsible for the organization and leadership of work, formulating systems, approving implementation plans, and coordinating the solution of major problems. The person in charge of each middle-level management organization is responsible for implementing the department's feedback work. The basic contents of the work of the information feedback functional department are as follows: First, formulate the guiding charter: make overall requirements for the overall feedback work. Second, improve the organizational structure by clarifying the relevant responsible personnel for feedback work. Third, clarify the work process: clarify the basic framework and operation process of feedback work. Fourth, subdivide the work content: clarify the feedback work's specific links and technical requirements. Fifth, formulate detailed rules and regulations: make a series of detailed provisions on the specific implementation of the feedback work. Sixth, rewards and punishments, such as constraints and incentives, should be implemented to ensure the normal development of feedback work. Opinions should be discussed and published regularly.

(2) Improve the institutional guarantee of the feedback mechanism for the accurate dissemination of public welfare books in China

The system is the criterion to ensure the smooth implementation of the feedback work, that the feedback work has rules to follow, and that violations must be investigated to achieve a higher level of system integration. The feedback system should be designed from the top level of the management system, integrated into the entire system, and become an organic part of it. The feedback system should be formulated from the top to the bottom of the management level, from the whole to the part, layer-by-layer decomposition and refinement, considering the overall guidance and specific operation. It is a long-term task to build an efficient audience feedback mechanism for accurately disseminating public welfare books in China, which must be continuously followed to form a perfect system. To ensure the regularity of feedback work, managers of functional departments of public interest book dissemination entities should establish an executive meeting system, hold regular meetings, exchange and review problems found in feedback information, and propose corrective measures and solutions.

(3) Improve the systematic control and guarantee of the feedback mechanism for the accurate dissemination of public welfare books in China

First, the integrity of the feedback system for the accurate dissemination of public welfare books in China.

Construct a perfect system for accurately disseminating public welfare books in China and ensure the combination of internal and external feedback. External feedback mainly includes peer feedback, expert feedback, and audience feedback. Peer feedback comes from competitors and partners. Expert feedback can provide professional comments and tips. Hotlines, letters, e-mails, BBS on the Internet, etc., can provide feedback to the audience. The main body of accurate dissemination of public welfare books in China should continuously collect and analyze feedback data and conduct all-round comparative research on quality and quantity, such as audience structure, reading tendency, the proportion of the number of each group, frequency, and method of use, level of demand and satisfaction for services, possible development, and changes in the future, etc., to objectively and accurately reflect and evaluate the status and efficiency of service operation.

Second, to ensure the programmatic operation of the feedback system for the accurate dissemination of public welfare books in China. The operation of the feedback mechanism for the precise dissemination of public welfare books in China mainly includes three links: the first link is the collection of feedback information, the second link is the sorting of feedback information, and the third link is the reporting of feedback information and the processing of results. Information gathering is both a starting point and a challenge for feedback. Information gathering is key for feedback mechanisms to work effectively. Therefore, measures should be taken to improve the quantity and quality of information collected.

First, a complete channel matrix for collecting feedback information should be created to ensure that the feedback channels are unimpeded to the greatest extent. Set up opinion books or suggestion boxes, offline top management mailboxes, consultation desks, service hotlines, audience message columns, questionnaire surveys, establish audience associations, open E-mail mailboxes, online audience forums, microblogs, QQ groups, open instant messaging services, expand feedback channels, actively interact with the audience, respond to their questions and needs, encourage the audience to participate in the process of content creation and dissemination, and enhance the interaction between the main body of public welfare book dissemination and the audience, and between the audience and the audience. Capture valuable feedback to expand your reach and impact, and increase your audience's loyalty, identity, and belonging.

Second, strengthen the active collection of feedback information. The main body of China's public welfare book precision communication takes the initiative to carry out a series of theme activities to understand the work and service effect of China's public welfare book precision communication. These include questionnaire surveys, audience interviews, special service follow-up surveys, audience discussions, top management reception days, and service theme essays.

Finally, the statistical work of the operational sectors should be strengthened. Business data statistics are also an important aspect of information collection. After each channel meets the audience's needs, it should be summarized, analyzed, and processed by a particular person. Deep-seated problems that cannot be dealt with for the time being should also be summarized and analyzed in a concentrated manner. Through statistics, the results of business work can be quantified and intuitive, and various factors and time dimensions can be compared and analyzed vertically and horizontally to grasp the trend and law of business work and obtain valuable information.

Third, to ensure the continuity of the operation of the feedback system for the accurate dissemination of public welfare books in China. Optimize the process feedback mechanism to form a complete closed loop of pre-feedback, always feedback and post-feedback. Enhancing prior feedback can avoid unquestioningly producing communication content. Through in-process feedback, let the public welfare communication entity make timely corrections in the communication process. Obtaining first-hand feedback from the audience through various occasions and testing the gains and losses of communication over some time is post-event feedback.

6. Conclusions

The evaluation and feedback on the precise communication effect of China's public welfare books is an important link to accurate communication. Still, it is not the end of the current communication process, but the premise and starting point of the next round of communication process. The audience feedback information collected through all-round feedback channels provides a basis for subsequent content creation and communication strategy adjustment. It provides services based on the audience's needs, which can effectively enhance their awareness and loyalty. Establishing a sound evaluation system and feedback mechanism for the precise dissemination effect of public welfare books is an important guarantee for improving the precise dissemination effect.

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