

Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



The Quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China

Guang Li¹, Watcharin Sutthisai² and Somkiet Kietjareon³

¹Master of Public Administration (Public and Private Management) Rajabhat Maha Sarakham University
^{2, 3}Lecturer from the Faculty of Public Administration (Public and Private Management) Rajabhat Maha
Sarakham University, Thailand

¹E-mail: guangli2567@gmail.com, ORCID ID: https://orcid.org/0009-0006-7263-0441 ²Corresponding E-mail: wsutthisai@hotmail.com, ORCID ID: https://orcid.org/0000-0003-0562-5002 ³E-mail: somkiet6925@gmail.com, ORCID ID: https://orcid.org/0009-0009-2447-3738

Received 04/01/2024 Revised 23/02/2024 Accepted 01/03/2024

Abstract

Background and Aim: The purposes of this study were 1) to study the degree of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China 2) to study the satisfaction of the people with the service of the public library of Hebei Shijiazhuang Library, Hebei Province, China.3) to study the factors of quality of the public library service which affect the satisfaction of the people 4) to study the recommendations of the people to improve the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China.

Materials and Methods: The samples of this study were 288 persons (library visitors at Hebei Shijiazhuang Library, Hebei Province, China) calculated by Taro Yamane's formula and selected through an accidental random sampling technique. The instrument used in this study was 50 items with five close-ended rating scale questionnaires with 0.91 reliability and open-ended for recommendations. The statistics encompassed frequency, percentage, mean, standard deviation Pearson's Product-moment Coefficient, and multiple linear regression.

Results: In general, the Hebei Shijiazhuang Library in Hebei Province, China received high marks for the quality of its public library services. People's overall satisfaction with the services provided by the public library of Hebei Shijiazhuang Library in Hebei Province, China, was rated as being very high. Customers' satisfaction with the public library service at Hebei Shijiazhuang Library in Hebei Province, China, was influenced by four factors: the quality of the information provided, the effectiveness of the system, the caliber of the staff, and the overall quality of the service.

"The public library should request the people to give their ideas after receiving the service of the library" was the sample recommendation that was made most frequently to improve the quality of the public library service at Hebei Shijiazhuang Library in Hebei Province, China.

Conclusion: The Hebei Shijiazhuang Library, located in Hebei Province, China, has been praised for its public library services. Factors that impact customer satisfaction include the caliber of staff, overall service quality, system effectiveness, and information quality. One common suggestion for enhancements was to ask users for feedback following their use of the library's resources.

Keywords: Quality; Library Service; Satisfaction

Introduction

The research on service quality and citizen satisfaction in public libraries has made some achievements, but there are also some limitations. Some studies show that the facilities of service centers, the quality of attendants, and service quality have a significant impact on citizen satisfaction. For example, LaPlante and Britton's (2019) study found that the facilities, bulletin boards, and staff of public service centers have a significant impact on citizens' trust and loyalty. Similarly, the research conducted by Ye and Li (2020) in Chinese libraries shows that service quality has a significant impact on citizens' satisfaction, and the most significant factor is the service quality of staff.

However, the limitation of these studies is that they tend to focus on the impact of a single factor on citizen satisfaction and fail to consider the complex relationship between multiple factors. This study introduced citizen participation as a variable to study the moderating effect of citizen participation on service quality and citizen satisfaction. Citizen participation is an important link between public library service centers and citizens and plays an important role in improving the service quality of public libraries. In the future, from the perspective of citizen participation, we can study the influence mechanism of citizen participation on the service quality of public libraries and explore the interactive relationship between citizen participation and the service quality of public libraries. Citizen participation plays an important role in public libraries.

First of all, civic participation can increase readers' sense of identity and belonging to public library services, and improve readers' satisfaction with libraries.





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Secondly, citizen participation can improve the transparency and fairness of public library services and prevent abuse and misconduct of library services.

Finally, citizen participation can increase readers' sense of trust and loyalty to library services, and promote the long-term and stable development of public libraries. In academic research at home and abroad, the role of citizen participation in the quality of public library service and citizen satisfaction has been widely discussed. Some studies show that citizen participation can improve the service quality of public libraries and the satisfaction of readers. For example, a study on Canadian public libraries found that citizen participation can promote the improvement of library service quality and citizen satisfaction (Fino et al., 2014). Another study found that in China's public libraries, readers' participation in the evaluation and suggestions of library services can effectively improve the quality of library services and readers' satisfaction (Wu, Q., & Zhou, L. 2018).

Objectives

- 1. To study the degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China.
- 2. To study the satisfaction of the people with the service of the public library of Hebei Shijiazhuang Library, Hebei Province, China
- 3. To study the factors of quality of the public library service which affect the satisfaction of the people
- 4. To study the recommendations of the people to improve the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China

Hypothesis

- 1. The degree of quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China is at a moderate level.
- 2. The degree of the satisfaction of the people to the service of the public The library of Hebei Shijiazhuang Library, Hebei Province, China is at a moderate level.
- 3. The 5 aspects of the quality service of the library namely; 1) The information quality aspect, 2) the system quality aspect, 3) the personnel quality aspect, 4) the general quality aspect and 5) the citizen participation aspect affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China namely; 1) the equity of service aspect. 2) the timely service aspect 3) the amply service aspect 4) The continuous service aspect and 5) the progressive service aspect

Scope

Scope of content

- 1. The 5 aspects of the service by Kang & Lee, (2010: 69-73), namely; 1) The information quality aspect, 2) the system quality aspect, 3) the personnel quality aspect, 4) the general quality aspect and 5) the citizen participation aspect was utilized as the content the quality service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China.
- 2. The 5 aspects of satisfaction by Millet (1994: 397-400) namely; 1) the equity of service aspect. 2) the timely service aspect 3) the ample service aspect 4) The continuous service aspect and 5) the progressive service aspect were used as the content of the satisfaction the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China.

Scope of population and sample:

The population of this study was 1,025 persons (library visitors at Hebei Shijiazhuang Library, Hebei Province, China) in April-May 2023.

The samples of this study were 288 persons (library visitors at Hebei Shijiazhuang Library, Hebei Province, China calculated by Taro Yamane's formula (Yamane. 1973: 727)

Scope of Variables

Independent variable the quality service of the Public Library of Hebei Shijiazhuang Library, Hebei Province, China. The concept of Kang & Lee, (2010: 69-73), consists 5 aspects namely of namely; 1) The information quality aspect, 2) the system quality aspect, 3) the personnel quality aspect, 4) the general quality aspect, and 5) the citizen participation aspect

The dependent variable is the people's satisfaction with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China. The concept of Millet (1994: 397-400) consists of 5 aspects namely; 1) the equity of service aspect. 2) the timely service aspect 3) the amply service aspect 4) The continuous service aspect and 5) the progressive service aspect.





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Literature review

An & Lee (2015: 124) used a questionnaire to investigate the public library users' evaluation of service quality, frequency of public library use, and quality of life in South Korea. The results show that both the service quality and the frequency of use of public libraries significantly affect citizens' life quality. At the same time, the study also found that civic participation played a part in the adjustment between service quality and life quality.

Lin (2011: 90) studied American university library users and analyzed the relationship among library service quality, user engagement, and learning outcomes through questionnaire survey and literature analysis. The results show that both library service quality and user engagement have a significant impact on users' learning outcomes. User engagement moderates the relationship between library service quality and learning outcomes.

Ismail, et al (2017)explored the relationship between service quality, satisfaction, and behavioral intention through a questionnaire survey of Chinese public library users. It is found that the service quality of public libraries has a significant impact on users' satisfaction and behavioral intention. At the same time, the study also found that citizen participation played a mediating role between service quality and satisfaction.

From the research on public libraries abroad, it can be known that social orientation has played an important role in the development of public libraries, from the core of satisfying citizens' cultural reading needs to the provision of supporting public services. The "New Public Management Theory" that emerged in the 1980s put forward higher requirements for the quality and standards of public services and also put forward new requirements for the development of public libraries. In this process, the United States, the United Kingdom, New Zealand, and other countries have implemented library reader-oriented and market-based reforms to strengthen their public administration services. Under the guidance of the "New Public Management Theory", it is manifested that the US government has adopted an indirect participation model in various domestic cultural undertakings and infrastructure, and the construction of the public library service system is based on an "open, equal, and democratic" operating model, the government guides and supports private non-profit organizations to effectively raise public library funds in the form of government cultural appropriations, charitable organizations, corporate and individual donations, and does not set up a professional cultural management department for the development of public library culture.

In the research on the satisfaction of cultural needs by public libraries,

Wilson (2018: 88) conducted research on the collaborative leadership role of public libraries that can be achieved in the supply of public services during the research process. The actual leadership role that public libraries can play in the service supply system sorts out how public libraries can meet the cultural needs of residents in the community.

Nan (2017: 63) studied the development status of the reference service provided by public libraries during the analysis process. He compared and analyzed the requirements of the reference library, reference library, and subject library to meet the needs of readers based on the needs of different readers' library consulting management services. actual needs.

Taderera, F. (2010) discussed the actual performance evaluation method of the public service supply network during the analysis process. He took the subject of the supply system and different factors of performance evaluation as the research object and built an analysis model of public service performance level and demand state satisfaction.

Siregar (2018) studied how the mobile Internet technology adopted by public libraries can meet readers' actual reading needs.

Huang, et al (2018) sorted out and analyzed the actual needs of readers of public libraries in a certain area, and proposed that in the process of library public service supply in the information age, public libraries should establish a recommendation service management system based on adaptive algorithms, to meet the diverse needs of library readers.

In the research field of library management and public service digitalization and informatization, western developed countries represented by the United States are at the forefront of the supply, index system, and problem evaluation of library management and related services. In the middle of the 20th century, J•H•Sera, Melva Dewey, Besty Baker, and others revolved around a series of issues such as library internal personnel, book classification, and the future survival of libraries in changing times, and became the field of library literature and information science. advance exploration.

"State of America's Libraries 2019" released by the American Library Association (ALA) in 2019, the regional public library is regarded as a strong "community", pointing out that the library The staff are at the frontline of solving community problems, playing the role of the first-line responders in the supply of public cultural services. Based on completing the traditional services of the public library,





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



they carry out a series of work around the needs of readers and supporting the development of the community. The staff also Undertakes the functions of career consultants, social workers, teachers, and technical instructors. And put forward the important reconstruction role of digital information technology in the future development of the library: in the future, the library will be an effective combination of physical book materials and information and digital resources, with the direction of maintaining citizens' freedom of information access, and deeply participating in regional Community residents are in the process of cultural education and learning. Focusing on library digital informatization, relevant foreign scholars have further extended their discussions on library services and public services.

Moon (2014) believed that the smart library is an innovative system that integrates cutting-edge information technology and builds a prototype of the future library system. He proposed that the construction of the future public library should focus on considering the needs of users and the information resource-intensive environment Under technical empowerment, different smart devices provide knowledge services to residents in the area

Conceptual framework

From the study of the concept-related theory and literature review, research results related to factors affecting the development of Roi Et city. Roi Et Province which the researcher can use to define a conceptual framework Consisting of independent variables, namely, personnel development of employees of Zhuoyue Human Resources Service Co., Ltd., Hohhot City, People's Republic of China, in the amount of 4 aspects: Training, Education, Development, learning, dependent variables are the performance of employees of Zhuoyue Human Resources Service Co., Ltd., Hohhot City, People's Republic of China, in the amount of 4 aspects: quality of work. The amount of work, the time, and the cost according to the following conceptual framework.

The quality service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China consist of 5 aspects namely;

- 1) The information quality aspect,
- 2)the system quality aspect,
- 3) the personnel quality aspect,
- 4)the general quality aspect and
- 5)the citizen participation aspect.

The satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China consists of 5 aspects namely; 1)The equity of service aspect.

- 2) The timely service aspect 3) The amply service aspect 4) The continuous service aspect and
- 5) The progressive service aspect

Figure 1 Conceptual framework

Methodology

Population and Sample

3.1.1 Population

The population of this study is 1,025 persons (library visitors at Hebei Shijiazhuang Library, Hebei Province, China) in April-May 2023

3.1.2 Samples

The samples of this study are 288 persons (library visitors at Hebei Shijiazhuang Library, Hebei Province, China) in April-May 2023 calculated by Taro Yamane's formula (Yamane. 1973: 727) as follows:

$$n = \frac{N}{1 + Ne^2}$$

N represents the population

n represents the samples' size

e represents error permitted = .05

Replace the formula

$$n = \frac{1,025}{1+1,025 \times (.05)^2}$$





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



=287.719

To make the number completed, the number is adjusted to 288 persons

Data Collection

The data will be collected by following steps: Request for the introduction official letter of the researcher from the Department of Political Science and Public Administration, Rajabhat Maha Sarakham University to the directors of Hebei Shijiazhuang Library, Hebei Province, China for collecting data permission. Collect data as assigned in the work schedule.

Data Analysis

The computer program for determining statistics will be used in analyzing the data, including means, frequency, and percentage, and presented in the form of a five-point Likert scale to measure *the level of agreement* of the respondents on each of the described issues as follows;

The highest agreement gives 5 points

The high agreement gives 4 points Moderate agreement gives 3 points The low agreement gives 2 points The lowest agreement gives 1 point

Set the average arithmetic means and present the meaning of each average as follows: Criterion of means

An average of 4.21-5.00
An average of 3.41-4.20
An average of 2.61--3.40
An average of 1.81-2.60
Average 1.00-1.80

represents the highest agreement represents a moderate agreement represents a low agreement represents the lowest agreement

Analyze the multiple correlations or multiple regression between the quality of the public library service which affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China by applying Pearson's Product-moment Correlation. If the value of correlation is close to 1 or -1 represents a high correlation. If it is close to 0 (Zero), it shows low or no correlation as presented in the table

Statistics used in data analysis

The statistics applied in the personal data of the samples were frequency and percentage. The statistics applied in the quality of the public library service and the satisfaction of the people were Mean and Standard Deviation. The statistics applied in the correlation between the quality of the public library service which affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China was Pearson's Product-moment Correlation Coefficient and Multiple Linear Regression. The statistic applied in the recommendations was the frequency

Results

This independent study "The Quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China" is quantitative. The questionnaire survey is used for data collecting and the following process is presented.

Part 1: General information of the respondents includes gender, age, and education level.

Table 1 Frequency and percentage of personal data of the samples

	Personal data of the samples	Frequency	Percentage
1	Gender		
	1.1 Male	155	53.82
	1.2 Female	133	46.18
	Total	288	100.00
2	Age		
	2.1 Under 25 years old	91	31.60
	2.2 Twenty-five to thirty-five (25-35) years old	70	24.31
	2.3 Thirty-six to forty-five (36-45) years old	78	27.08
	2.4 Over 45 years old	49	17.01
	Total	288	100.00
3	Educational level		



Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



	Personal data of the samples	Frequency	Percentage
	3.1 Below Bachelor's degree	93	32.29
	3.2 Bachelor's degree	138	47.92
	3.3 Above Bachelor's degree	57	19.79
	Total	288	100.00
4.	Occupation		
	4.1 Public officer	78	27.08
	4.2 Private business personnel	89	30.90
	4.3 Student	121	42.02
	Total	288	100.00

Table 1 There were 288 samples which can be described as follows:

- 1. Described by gender, mostly were male, at the number 155 with a percentage of 53.82. and the left was female, at the number 133 with a percentage of 46.18
- 2. Described by age, most were under 25-year-old, with the number 91, with a percentage of 31.06, another was 36-45 years old, at the number 78 with a percentage of 27.08, another was over 45 years old, at the number 45 with the percentage of 25.28 and the least was over 45-year-old, at the number of 49 with the percentage of 17.01
- 3. Described by educational level, most were bachelor's degree, at the number 138 with a percentage of 47.92, another was below bachelor degree, at the number 93 with a percentage of 32.29 and the least were above bachelor's degree, at the number of 57 with the percentage of 19.79.
- 4. Described by occupation, most were students, at the number 121 with a percentage of 42.02, another was private business personnel at the number 89 with a percentage of 30.90 and the least were public officers, at the number 78, with a percentage of 27.08.

Part 2. The degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China.

The analysis results of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China, as a whole and each aspect.

Table 2 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as a whole, and each aspect

No.	The quality of the public library service of Hebei	$\overline{\overline{X}}$	S.D.	Description
	Shijiazhuang Library. Hebei Province, China	11		
1	The information quality aspect	4.09	0.85	High
2	The system quality aspect	4.21	0.87	The highest
3	The personnel quality aspect	4.14	0.77	Hight
4	The general quality aspect	4.24	0.74	The highest
5	The citizen participation aspect	4.06	0.86	High
	Total	4.15	0.73	High

Table 2 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated high with a value average (X = 4.15). As classified by aspect, two aspects were rated at the highest, and the other three aspects were rated at a high degree, placed in descending order of each mean were the general quality aspect (X = 4.24), the system quality aspect (X = 4.21), the personnel quality aspect (X = 4.14), the information quality aspect (X = 4.09) and the citizen participation aspect (X = 4.06).

2. The analysis results of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China, by aspects and items as tables 3-7





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Table 3 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as the information quality aspect and each item.

No.	The information quality	\overline{X}	S.D.	Description
1	The service center provides the precise information needed	3.78	0.87	High
2	The service center provides enough information.	4.00	0.91	High
3	The information from the service center is updated.	4.27	0.86	The highest
4	The information from the service center is high-quality.	4.25	0.93	The highest
5	The information from the service center is easy to	3.94	0.90	High
	understand.			
6	The information from the service center can be searched	4.30	0.89	The highest
	through the internet.			
	Total	4.09	0.85	High

Table 3 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China for the information quality aspect as a whole was rated at high with a value average (X = 4.09). As classified by item, three items were rated at the highest degree and three items were rated at the high degree, placed in descending order of each mean were as follows: The information from the service center can be searched through the internet (X = 4.30), the information from the service center is up-dated (X = 4.27), the information from the service center is high-quality (X = 4.25), the service center provides enough information (X = 4.00), the information from the service center is easy to understand (X = 3.94) and the service center provides the precise information needed (X = 3.78).

Table 4 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as the system quality aspect and each item.

No.	The system quality	\overline{X}	S.D.	Description
1	The system of service is up to date.	4.34	0.89	The highest
2	The service equipment is ready to use.	4.26	0.86	The highest
3	The system user interface is very friendly.	4.08	0.88	High
4	The facilities and systems in the service center work well.	4.23	0.90	The highest
5	The overall system quality of the service center is very high.	4.31	0.85	The highest
6	The system of service is evaluated from time to time.			-
		4.04	0.92	high
	Total	4.21	0.87	The highest

Table 4 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China for the system quality aspect as a whole was rated at the highest with a value average ($\overline{X} = 4.21$). As classified by item, four items were rated at the highest degree and two items were rated at the high degree, placed in descending order of each mean were as follows: The system of service is up to date (X = 4.34), the overall system quality of the service center is very high (X = 4.31), the service equipment is ready to use (X = 4.26), the facilities and systems in the service center work well ($\overline{X} = 4.23$), the system user interface is very friendly ($\overline{X} = 4.08$) and the system of service is evaluated time to time ($\overline{X} = 4.04$)



Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Table 5 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as the personnel quality aspect and each item.

No.	The personnel quality	\overline{X}	S.D.	Description
1	The staff is eager to give service.	3.97	0.78	Hight
2	The people feel safe and secure communicating at the service center.	4.32	0.74	The highest
3	The staff at the service center were very concerned about the people.	3.86	0.80	High
4	The service officials always work full-time.	4.30	0.81	The highest
5	The service officials always work efficiently.	4.12	0.85	high
6	The service officials work with service-minded.			
		4.24	0.79	The highest
	Total	4.14	0.77	Hight

Table 5 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China for the personnel quality aspect as a whole was rated at high with a value average ($\overline{X} = 4.14$). As classified by item, three items were rated at the highest degree and three items were rated at the highest degree, placed in descending order of each mean as follows: The people feel safe and secure communicating at the service center. (X = 4.32), the service officials always work full time ($\overline{X} = 4.30$), the service officials work with service-minded ($\overline{X} = 4.24$), The service officials always work efficiency ($\overline{X} = 4.12$), the staff is eager to give service ($\overline{X} = 3.97$) and the staff at the service center were very concerned about the people (X = 3.86).

Table 6 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as the general quality aspect and each item.

No.	The general quality	$\frac{1}{X}$	S.D.	Description
1	The people are very happy with the service center.	4.16	0.75	
				Hight
2	The service exceeded the people's expectations.	4.12	0.77	
				High
3	The officers have great service experience.	4.44	0.79	The highest
4	The service is given equally.	4.37	0.83	The highest
5	The people are informed about the steps of service.	4.09	0.87	
				high
6	If any problem appears, the users are informed			
-	immediately.	4.23	0.79	The highest
	Total	4.24	0.74	The highest

Table 6 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China for the general quality aspect as a whole was rated at the highest with a value average (X = 4.24). As classified by item, three items were rated at the highest degree and three items were rated at a high degree, placed in descending order of each mean as follows: The officers have great service experience. ($\overline{X} = 4.44$), the service is given equally ($\overline{X} = 4.37$). If any problem appears the users are informed immediately ($\overline{X} = 4.23$), the people are very happy with the service center ($\overline{X} = 4.16$), and the service exceeds the people's expectations ($\overline{X} = 4.12$), and the people are informed about the steps of service ($\overline{X} = 4.09$).



International Journal of Sociologies and Anthropologies Science Reviews Volume 4 Issue 3: May-June 2024: ISSN 2985-2730 Website: https://so07.tci-thaijo.org/index.php/IJSASR/index

This-bound Clasion Index Center

doi Crossref

Research Gate

Table 7 Mean, Standard deviation, and degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as the citizen participation aspect and each item

No.	The citizen participation	$\overline{\overline{X}}$	S.D.	Description
1	The people can tell the staff how they feel about being			
	served.	3.91	0.91	Hight
2	The people can advise the staff about their services.			
		4.33	0.94	The highest
3	The people can advise the staff about the service			
	center.	4.11	0.92	High
4	The people can cooperate with the staff to handle			
	relevant matters.	4.07	0.90	High
5	The people can advise the improvement of the service.	4.09	0.87	
				High
6	The people are invited to evaluate the quality of the			
-	service.	3.84	0.98	High
	Total	4.06	0.86	High

Table 7 The analysis result of the quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China for the citizen participation aspect as a whole was rated at high with a value average ($\overline{X} = 4.06$). As classified by item, one item was rated at the highest degree and the other five items were rated at a high degree, placed in descending order of each mean as follows: The people can advise the staff about their services. ($\overline{X} = 4.33$), the people can advise the staff about the service center ($\overline{X} = 4.11$), and the people can advise the improvement of the service. ($\overline{X} = 4.09$), the people can cooperate with the staff to handle relevant matters ($\overline{X} = 4.07$), the people can tell the staff how they felt about being served ($\overline{X} = -3.91$) and the people are invited to evaluate the quality of the service ($\overline{X} = 3.84$).

Part 3. The degree of satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China.

1. The analysis results of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole and each aspect.

Table 8 The analysis result of satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole and classified by aspect

No.	Satisfaction of the people with the service of the	X	S.D.	Description
	Public Library	21		_
1.	The equity of service aspect	4.00	0.85	High
2.	The timely service aspect	3.98	0.90	High
3.	The ample service aspect	3.90	0.78	High
4.	The continuous service aspect	3.96	0.79	High
5.	The progressive service aspect	4.04	0.87	High
	Total	3.98	0.77	High

Table 8 The analysis result of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated high with a value average $(\overline{X} = 3.98)$. As classified by aspect, all aspects were rated at high, placed in descending order of each mean were as follows; The progressive service aspect $(\overline{X} = 3.98)$, the equity of service aspect $(\overline{X} = 4.00)$, the timely service aspect $(\overline{X} = 3.98)$, the continuous service aspect $(\overline{X} = 3.96)$ and the amply service aspect $(\overline{X} = 3.90)$.







Table 9 Mean, Standard deviation, and satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as the equity service aspect and each item

No.	The equity service	$\overline{\overline{X}}$	S.D.	Description
1.	The library officials offer the services to the people			
	equally	4.10	0.92	High
2.	The library officials offer the recommendations to			
	the people equally.	3.99	0.90	High
3.	The library officials give convenience to the people			
	equally.	4.15	0.86	High
4.	The library officials clear the problems of the people			
	equally.	3.77	0.89	High
	Total	4.00	0.85	High

Table 9 The analysis result of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China for the equity of service aspect as a whole was rated high with a value average ($\overline{X} = 4.00$). As classified by item, all four items were rated at a high degree, placed in descending order of each mean were as follows; The library officials give the convenience to the people equally ($\overline{X} = 4.15$), the library officials offer the services to the people equally ($\overline{X} = 4.10$), the library officials offer the recommendations to the people equally ($\overline{X} = 4.00$) and the library officials clear the problems of the people equally ($\overline{X} = 3.77$).

Table 10 Mean, Standard deviation, and satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as the timely of service aspect and each item

No.	The timely service	$\frac{\overline{X}}{X}$	S.D.	Description
1.	The people are informed by the library officials about			
	the period in service	3.81	0.96	High
2.	The library officials give all service on time	3.90	0.93	High
3.	The library officials explain in case the service cannot			-
	be done	3.94	0.99	High
4.	The library officials give full-time service	4.27	0.91	The highest
	Total	3.98	0.90	High

Table 10 The analysis result of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China for the timely service aspect as a whole was rated at a high with a value average ($\overline{X} = 3.98$). As classified by item, one item was rated at the highest, and the other three items were rated at high, placed in descending order of each mean were as follows; The library officials give full-time service ($\overline{X} = 4.27$), the library officials explain in case of the service cannot be done ($\overline{X} = 3.94$), the library officials give all service on time ($\overline{X} = 3.90$) and the people are informed by the library officials about the period in service ($\overline{X} = 3.87$).

Table 11 Mean, Standard deviation, and satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as the ample service aspect and each item

No.	The ample service	\overline{X}	S.D.	Description
1.	There are enough officials to give the services	3.86	0.85	High
2.	The documents for giving the services are sufficient.	3.89	0.79	High
3.	The equipment for giving the services is sufficient			
		3.94	0.80	High
4.	The parking area is available.	3.91	0.91	High
	Total	3.90	0.78	High

Table 11 The analysis result of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China for the ample service aspect as a whole was rated





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



at a high with a value average (X = 3.90). As classified by item, all four items were rated at high, placed in descending order of each mean were as follows; The equipment for giving the services is sufficient $(\overline{X} = 3.94)$, the parking area is available $(\overline{X} = 3.91)$ the documents for giving the services are sufficient $(\overline{X} = 3.89)$ and there are enough officials in giving the services $(\overline{X} = 3.86)$.

Table 12 *Mean, Standard deviation, and satisfaction of the people with the service of the public Library* of Hebei Shijiazhuang Library, Hebei Province, China as the continuous service aspect and each item

No.	The continuous service	$\overline{\overline{X}}$	S.D.	Description
1.	The library officials give the services continuously.	3.97	0.91	High
2.	The library officials give the service during break			
	time.	3.92	0.94	High
3.	In case of the service is not continued, the library			
	officials explain clearly.	4.07	0.83	High
4.	The library officials give recommendations			
	continuously during			
	the time of service	3.88	0.80	High
	Total	3.96	0.79	High

Table 12 The analysis result of satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China for the continuous service aspect as a whole was rated at a high with a value average (X = 3.96). As classified by item, all four items were rated at high, placed in descending order of each mean were as follows; In case the service is not continued, the library officials explain clearly (X = 4.07), the library officials give the services continuously (X = 3.97), the library officials give the service during break time ($\overline{X} = 3.92$) and the library officials give the service during break time services (X = 3.88).

Table 13 *Mean, Standard deviation, and satisfaction of the people with the service of the public Library* of Hebei Shijiazhuang Library, Hebei Province, China as the progressive service aspect and each item

No.	The progressive service	\overline{X}	S.D.	Description
1.	The service equipment is up to date.	4.13	0.96	High
2.	The information paper is easy to understand	4.08	0.98	High
3.	The service information can be searched through the			
	internet	4.15	0.88	High
4.	The services of the library are assessed every three			-
	months	3.80	0.91	High
	Total	4.04	0.87	High

Table 13 The analysis result of the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China for the progressive service aspect as a whole was rated at a high with a value average (X = 4.04). As classified by item, all four items were rated at high, placed in descending order of each mean were as follows; The service information can be searched through the internet ($\overline{X} = 4.15$), the service equipment is up to date ($\overline{X} = 4.13$), the information paper is easy to understand ($\overline{X} = 4.08$) and the services of the library are assessed in every three months (\overline{X} = 3.80).

The correlation between the quality of the public library service which affects the satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China by applying Pearson's Product-moment Correlation.





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Table 14 The correlation between the quality of the public library service affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China

	\mathbf{Y}_{1}	\mathbf{Y}_{2}	\mathbf{Y}_3	\mathbf{Y}_{4}	\mathbf{Y}_{5}	Y
1. The information quality aspect	.617**	.603**	.582**	.601**	.598**	.602**
(X_1)						
2. the system quality aspect (X_2)	.592**	.556**	.574**	.603**	.601**	.594**
3. the personnel quality aspect (X_3)	.612**	.607**	.598**	.605**	.601**	.603**
4. the general quality aspect (X_4)	.609**	.612**	.589**	.606**	.604**	.609**
5. the citizen participation aspect	.518**	.504**	.562**	.557**	.507**	.539**
(X_5)						
Total	.607**	.597**	.594**	.604**	.588**	.603**

^{**}Statistic significance (α) =.01

Table 14 The analysis of the correlation between the quality of the public library service which affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with value 603. As considered by aspects, they were found as follows:

- 1. The correlation between the quality of the public library service by the information quality aspect (X_1) and the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with the value of 602. As considered the correlation value from high to low, they were the equity of service aspect (Y_1 =.617), the timely service aspect (Y_2 =.603), the continuous service aspect (Y_4 =.601), the progressive service aspect (Y_5 =.598) and the amply service aspect (Y_3 =.582).
- 2. The correlation between the quality of the public library service by the system quality aspect (X₂) and the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with the value of .594. As considered the correlation values from high to low, were the continuous service aspect $(Y_{4} = .603)$, the progressive service aspect (Y_5 =.601), the equity of service aspect (Y_1 =.592), the amply service aspect (Y_3 =.574), and the timely service aspect ($Y_2=.556$).
- 3. The correlation between the quality of the public library service by the personnel quality aspect (X₃) and the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with the value of 603. As considered the correlation value from high to low, they were the equity of service aspect (Y_1 =.612), the timely service aspect $(Y_2=.607)$, the continuous service aspect $(Y_4=.605)$, the progressive service aspect $(Y_5=.601)$ and the amply service aspect $(Y_3=.589)$.
- 4. The correlation between the quality of the public library service by the general quality aspect (X₄) and the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with the value of .600. As considered the correlation value from high to low, they were the timely service aspect (Y₂=.612), the equity of service aspect $(Y_1 = .609)$, the continuous service aspect $(Y_4 = .606)$, the progressive service aspect $(Y_5=.604)$ and the amply service aspect $(Y_3=.598)$.
- 5. The correlation between the quality of the public library service by the citizen participation aspect (X₅) and the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole was rated at moderated with the value of 539. As considered the correlation value from high to low, they were the amply service aspect $(Y_3 = .562)$, the continuous service aspect $(Y_{4}=.557)$, the equity of service aspect $(Y_{1}=.518)$, the progressive service aspect (Y_5 =.507) and the timely service aspect (Y_2 =.504).



Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Table 15 The statistic of the Multiple Linear Regression Coefficient of the quality of the public library service affects the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China as a whole.

Variables						
	В	beta	В	beta	t	Sig
1 The information quality aspect (X_1)	.613	.457	381	322	3.148	.000**
2. the system quality aspect (X_2)	.596	.451	.379	.320	2.884	.000**
3 the personnel quality aspect (X ₃) 4. the general quality	.616	.532	441	356	3.231	.000**
aspect and (X_4) 5. the citizen	.601	.482	.461	.359	2.994	.000**
participation aspect (X ₅)	.582	.433	-	-	-	-
Constant	.617			.604		
Multiple R	.748			.679		
\mathbb{R}^2	.665		•	.632		
Adjusted R ²	.653			.545		
F	173.314			162.330		

^{**}Statistic significance (α) =.01

Table 15 It was found that the 4 aspects of the quality of the public library service, the information quality aspect, the system quality aspect, the personnel quality aspect, and the general quality aspect affected the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China at the percentage of 63.20 with the $R^2 = .632$, F value = 162.330 with the statistic significance level at 01 ($\alpha = .01$) shown in the standard equation as follows; $Z_r = .359Z_5 + .356Z_4 + .322Z_1 320Z_2$

Part 5. The recommendations are to improve the quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China, and to serve higher satisfaction of the people.

Table 16 The recommendations to improve the quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China, and to serve higher satisfaction of the people

Recommendations	Frequency
The public library should request the people to give their ideas	
after receiving the service of the library.	18
The library should ask the people about categories of	
books that should be in service.	9
The improvement of public library service quality should be	
done every half year.	6
If there is any change, especially the time of service, the	
people should be informed in advance.	5
Research about the quality of the service and the satisfaction of the people should be	
done every year to improve the service effectively and to enhance the social image	
and credibility of public libraries.	

Table 15 The three highest recommendations of the samples to improve the quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China were as follows 1) The public library should request the people to give their ideas after receiving the service of the library. The library should inform the people about the category of books that should be in service and 3) The improvement of public library service quality should be done every half year.





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



Discussion

In this independent study "The Quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China" the author presented the discussion as follows:

1. Hypothesis 1. The degree of quality of the public library service of Hebei Shijiazhuang Library, Hebei Province, China is at a moderate level.

The result of the study was found that the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China as a whole was rated as high. That was not accepted as the hypothesis.

The reasons for the acceptance as a whole was rated high were as follows: The service center provides enough information, the information from the service center is easy to understand, the system user interface is very friendly, the system of service is evaluated from time to time, the service officials always work efficiency, the staff is eager to give service, the people are very happy with the service center, the service exceeded the people's expectations, the people can advise the staff about the service center and the people can advise the improvement of the service.

The results complied with the concept of Fiorito & Kollintzas, (2004: 56-58) proposed that public service is the provision of services directly or indirectly by the government or public organizations to satisfy the life, survival, and development of citizens and benefiting citizens.

The results also complied with the concept of Bouman, et al (1975: 77) which explained that the public services provided by the state to promote mainly better life for the people such as technology, medical care, education, social, public culture, etc.

Furthermore, it also complied with Lin, J. C., (2011: 45-48) proposed that there are some other factors to consider in the research of public library service quality and citizen satisfaction. For example, library management and administrative factors, and the role of library leadership. These factors can affect library service quality and citizen satisfaction.

And complied with the research of Taderera, F. (2010) discussed the actual performance evaluation method of the public service supply network during the analysis process. He took the subject of the supply system and different factors of performance evaluation as the research object and built an analysis model of public service performance level and demand state satisfaction.

The result did not comply with Lin (2011: 90) who studied American university library users and analyzed the relationship among library service quality, user engagement, and learning outcomes through questionnaire survey and literature analysis. The results show that user engagement moderates the relationship between library service quality and learning outcomes.

2. Hypothesis 2. The degree of satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China is at a moderate degree.

The result of the study found that the satisfaction of the people with the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China was not accepted as the hypothesis.

The reasons for the acceptance as a whole were rated high as follows: The library officials give convenience to the people equally, offer the services to the people equally, explain in case the service cannot be done, and give all service on time. The equipment for giving the services is sufficient. The parking area is available.

In case of the service is not continued, the library officials explain clearly. The library officials give the services continuously. The service information can be searched through the internet and the service equipment is up to date.

The results complied with the concept of Lin, J. C., (2011: 35). He proposed that due to different regional public libraries, economic development levels, reader needs and other factors, leading to great differences in the service quality of local public libraries. With the continuous development of information technology and the continuous upgrading of readers' demands, the service quality of public libraries is facing new challenges. It is necessary to constantly update the service concept and improve the service quality to adapt to the development of the times and the satisfaction of readers.

The results complied with the research of Ismail, et al (2017) which found the relationship between service quality, satisfaction, and behavioral intention through a questionnaire survey of Chinese public library users. It is found that the service quality of public libraries has a significant impact on users' satisfaction and behavioral intention. At the same time, the study also found that citizen participation played a mediating role between service quality and satisfaction.

3. Hypothesis 3. The 5 aspects of the quality service of the library namely; 1) The information quality aspect, 2) the system quality aspect, 3) the personnel quality aspect, 4) the general quality aspect and 5) the citizen participation aspect affected the satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China namely; 1) the equity of service aspect.



Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



2) the timely service aspect 3) the amply service aspect 4) The continuous service aspect and 5) the progressive service aspect

The result of the study found that only four aspects of the quality service of the library namely; 1) The information quality aspect, 2) the system quality aspect, 3) the personnel quality aspect, 4) the general quality aspect, and affected the satisfaction of the people to the service of the public Library of Hebei Shijiazhuang Library, Hebei Province, China. That was not accepted as the hypothesis.

The reasons for the non-acceptance may explain that the progressive service may not go along with the citizen participation in the service of the library.

Recommendation

This independent study "The Quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China" presented the recommendations as follows:

The practical recommendations

Objective 1. To study the degree of the quality of the public library service of Hebei Shijiazhuang Library. Hebei Province, China. The recommendations were considered to propose the highest mean () of each aspect as follows:

- 1. The information quality aspect: The information from the service center can be searched through the internet ($\bar{x} = 4.30$). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should continue developing the library's internet and improving the information to be up-to-date to the highest level to serve the needs of the people.
- 2. The system quality aspect: The system of service is up to date. Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should develop the library system and improve the quality by communicating and exchanging management experiences with the other public libraries in the same situation up to the national library
- 3. The personnel quality aspect: The people feel safe and secure communicating at the service center. ($\bar{x} = 4.32$). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should develop the most security for the people in communicating at the service center by giving the regular information concerned and making sure that the personal information of the people will be extremely safe.
- 4. The general quality aspect: The officers have great service experience. (= 4.44). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should improve all works of the library and create the experience training of the officials, especially whenever any change occurs
- 5. The citizen participation aspect: The people can advise the staff about their services. (\bar{x} = 4.33). Hebei Shijiazhuang Library, Hebei Province, China should motivate the people who come to use the library service. It may use the way of writing without their names to present all the advice.

Objective 2. To study the satisfaction of the people with the service of the public library of Hebei Shijiazhuang Library, Hebei Province, China

The recommendations were considered to propose the highest mean (\bar{x}) of each aspect as follows:

- 1. The equity of service aspect: The library officials give convenience to the people equally (\bar{x}) = 4.15). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should improve and give convenience to every person who comes to use the service of the library equally.
- 2. The timely service aspect: The library officials give the full-time service ($\bar{x} = 4.27$). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should give full-time service in every section.
- 3. The amply service aspect: The equipment for giving the services is sufficient ($\bar{x} = 3.94$). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should Supply more effective equipment for giving the services in all sections of the service.
- 4. The continuous service aspect: In case the service is not continued, the library officials explain clearly ($\bar{x} = 4.07$). Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should Explain clearly and give a reasonable answer as to why the service continuously the service can not be continued.





Website: https://so07.tci-thaijo.org/index.php/IJSASR/index



5. The progressive service aspect: The service information can be searched through the internet. Recommendation: Hebei Shijiazhuang Library, Hebei Province, China should provide more essential services through more channels of the Internet.

Further research recommendation

- 1. In an independent study, the information quality aspect was found the lowest Mean. Therefore, the next study should be as follows: The factors affect the improvement of information quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China
- 2. In this dependent study, the continuous service aspect was found the lowest Mean. Therefore, the next study should be as follows: The factors affect the development of the continuous service aspect information quality of the Public Library Service of Hebei Shijiazhuang Library, Hebei Province, China.

References

- An, J., & Lee, H. (2015). The impact of public library Use and library service quality on citizen's quality of life. Journal of Librarianship and Information Science, 47 (2), 135-149.
- Bouman, et al (1975). Attitudes Toward the Public Service A survey of University Student. Public *Personnel Management.* 1 (1), 113-121.
- Fino, E., Melogno, S., Iliceto, P., D'Aliesio, S., Pinto, M., Candilera, G., & Sabatello, U. (2014). Executive functions, impulsivity, and inhibitory control in adolescents: A structural equation model. Advances in Cognitive Psychology. 10 (2), 32-38. 10.2478/v10053-008-0154-5.
- Fiorito, R., & Kollintzas, T. (2004). Public goods, merit goods, and the relation between private and government consumption. European Economic Review, 48 (6), 1367.
- Huang, Z., Li, T., & Xiao, S. (2018). Research on library recommendation reading service system based on an adaptive algorithm. Wireless Personal Communications, 102, 1963-1977.
- Ismail, A., Rose, I., Tudin, R., & Mat Dawi, N. (2017). Relationship between Service Quality and Behavioral Intentions: The Mediating Effect of Customer Satisfaction. ETIKONOMI. 16 (2). Doi: 10.15408/etk.v16i2.5537.
- Kang, Y.S., & Lee, H. (2010). Understanding the role of an IT artifact in online service continuance: An extended perspective of user satisfaction Computers in Human Behavior, 2010, 26 (3), 353-364
- LaPlante and Britton's (2019) Determinants of environmental performance in the Canadian pulp and paper industry: an assessment from inside the industry. Ecological Economics, 55 (1), 73-84.
- Lin, J.C. (2011). The effects of library quality, user involvement, and participation in enhancing learning outcomes among academic library users. The Journal of Academic Librarianship, 37 (5), 414-422.
- Millet, J.D. (1994). Management in Public Services: The Quest of Effective Performance. New York: McGraw-Hill,
- Moon, H.K. (2014). An organization's ethical climate, innovation, and performance. Management Decision, 51 (6),1250–1275.
- Nan, C. (2017). Development of Reference Service in Public Library: A Comparative Study between Consultation Librarianship, Reference Librarianship, and Subject Librarianship. Library Journal, 36 (5), 53.
- Siregar, A.R., & Dewiyana, H. (2018, March). Mobile technology for the expansion of service range Medan public library. Journal of Physics: Conference Series. 978, (1), 012052
- Taderera, F. (2010). Principles of Supply Chain Management. London: LAP Lambert Academic **Publishing**
- Wilson, K. (2018). Collaborative leadership in public library service development. Library Management, 39 (9), 518-529.
- Wu, Q., & Zhou, L. (2018). Public libraries' service quality, satisfaction, and behavioral intentions: Evidence from Chinese citizens. The Journal of Academic Librarianship, 44 (3), 299-306.
- Yamane, T. (1973). Statistics: An Introductory Analysis. New York: Harper and Row.
- Ye &Li (2020) Research publicity slogans on epidemic prevention under the background of the battle against COVID-19. Journal of Changzhi University, 37 (3), 17-21.

