

Research on the Performance Evaluation System of Public Cultural Service based on Web Survey: A Government Perspective

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Abstract

With the development of social economy, the public cultural service is the main service platform for the whole society, which not considers profit as the purpose. However, as the characteristics of the China's government function and the financial investment, the government tends to pursue the maximization of the scale, then how to scientifically evaluate the performance of public cultural services has become a hot issue. In this paper, the authors construct the performance evaluation index of public cultural service based on web survey, and make empirical analysis by using DEA method. The result shows that the overall efficiency of national museum is moderate; the efficiency level is 0.87. At the same time, the overall efficiency of the national public library is low; the efficiency level is 0.746. On this basis, we put forward relevant policy recommendations

Keywords: Public cultural service, web survey, performance evaluation, DEA model

1. Introduction

At the beginning of the 20th century, developed countries after implementation of the government administration reform, the market competition mechanism, performance evaluation, target management method is introduced into the field of public cultural services, and strive to improve the level of public cultural services, construction of public cultural service system in general, to meet public demands for culture[1]. The United States government performance management as the typical representative of, attaches great importance to the application of scientific management tools, Asia, Japan and South Korea have also followed the pace of the times, two to the implementation of the comprehensive assessment of the country, in reference on the basis of the United States, Britain and other practices, to carry out the performance audit, policy evaluation and so on a series of government performance evaluation activities[2-3]. At the same time, France will also introduce the market mechanism of public cultural undertakings, hope that through the market evaluation mechanism, and improve the effectiveness of public cultural services. The construction of public cultural service got the attention of the countries, China has promulgated a series of policies on human, financial and material aspects poured into. And in the vigorous public cultural service "construction process, a large number of inputs at the same time, the scientific investment performance evaluation is to develop the public cultural service relevant policies, optimize the resource structure, dynamics and other necessary basis and key support investment.¹However, due to the general lack of public cultural service supply and demand competition market framework, public cultural service output to external metering and inseparability, plus the public

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culture service data can be obtained, authenticity, and the actual results of the work are difficult to quantify factors such as, making to carry out qualitative and quantitative performance evaluation of public cultural service is facing great difficulties and challenges.

With the development of social economy, public cultural service as a service to all members of society mainly relies on government investment as the main economic source; the main purpose is not for profit. And the functions of the government departments and multi level, the size of government, public cultural service units are numerous and complex, scientifically and accurately for public cultural service units for performance evaluation become the great challenge of the functional departments of our government [4]. China's planned economy and traditional culture determines our public cultural services mainly rely on government funding, relying on the government's supervision. The performance management mostly stays at the system level, are not well implemented. Although the Ministry of Finance issued a related governmental public expenditure performance assessment documents related, but so far haven't a specialized of governmental public expenditure performance assessment of functional departments, evaluation subject, evaluation procedure, evaluation index and evaluation results and other national laws and regulations[5-6]. Therefore, between the various departments without mutual sharing of resources and cooperation, once the government involves the evaluation program, generally only from the Department of work assessment, which also led to a lot of performance evaluation form. On the public cultural service performance evaluation in the government investment increase began to be paid close attention to by people, although scholars has begun relevant research, but has not yet been established from the scientific, standardized performance evaluation system. Therefore, to strengthen the performance management of relevant government departments improves the influence and performance evaluation of public cultural services has reached a consensus, and become a hot topic.

The biggest advantage of the DEA method is to deal with the measurement and evaluation of the efficiency of multi input and multi output, and the organization of public cultural services is a typical multi input and multi output activities. At present, the construction of the index system is more subjective and man-made factors, there are some disadvantages. The design of performance evaluation index system of public culture service is mainly from the internal process dimension, research and development, capital investment, exhibition building and social cognition. Due to the state for the index system of performance evaluation of public cultural services without standard, using factor analysis, correlation analysis and other scientific index system of theory is simplified. The performance evaluation index system of public cultural service is gradually transformed from the empirical evaluation to the scientific evaluation.

2. Literature Review

2.1. Performance Management Evaluation

Performance refers to an organization or individual in a specific period of input output basic situation, mainly refers to the material resources from the human, financial, material, cost time and output is task completion by the value of the quantity, quality and efficiency, to measure inputs. Performance within economy and management level, specifically refers to the results and the effectiveness of the social, economic and management activities; if it is used in the human resources management organization, mainly refers to the behaviors or results in the input-output ratio; if used in a department of public function is used to weigh the public activities of the effect of. The concept of performance management is derived[7]. Performance management refers to the members of the organization in order to achieve the goal of organization, participate in the

formulation of the performance plan, performance appraisal, performance communication and counseling, performance results of interpretation, to enhance performance goals a continuous cycle of the process. The main purpose of performance management is to improve the level of individuals and the overall performance of the organization, however, performance management is the most difficult to achieve all enterprise management and government management, the actual implementation is very complex. Because the main object of performance management is people, people will have their own thoughts, there are emotional fluctuations. In the human resource investment has two more significant characteristics; the first risk is relatively large, followed by a relatively high income. Performance management is currently ranked as the world's most difficult management problems[8]. As one of the important functions of government agencies, public cultural service is mainly dependent on the government's supervision and investment. Performance evaluation is an important part of performance management. It is mainly refers to the use of certain evaluation method, quantitative index and evaluation standard, of organization departments to achieve the degree of realization of its functions as determined by performance objectives, and to achieve this goal the arrangements of the budget execution results of comprehensive evaluation.

In the management of public sector objectives, the effect of benchmarking is obvious. By determining the best and not necessarily the best benchmark, correctly guide the similar departments to their study, improve the overall management level of the public sector[9]. Benchmarking management need to prepare in advance, and choose the appropriate selection rules and procedures, to prevent the emergence of the phenomenon of row of the opposite sex ", for benchmarking all the details about how to be implementation of appropriate research. Budget management put forward the performance management transformation for the budget performance. In this paper put forward the combination of government performance management index system and the performance budget, comprehensive consideration. Only in this way can we reach the expected goal of performance management[10]. British economist Pigou believes that, compared to the individual, when public goods or public service consumption of marginal benefits equal to the marginal negative benefits, the allocation of resources in the public product is effective. Combined with the use of general equilibrium and marginal principles can make the personal budget of all private goods and public goods are in an optimal allocation of resources. In recent years the production frontier theory mainly refers to the production theory of economics production function to describe the relation between the production technology, is under the specific conditions of each factor of production how under the minimum investment environment can achieve the maximum output. Generally speaking, most of the researches in foreign countries mainly focus on cases, methods and performance management objectives. The theoretical basis and methods are worthy of our study and use for reference.

Government performance evaluation in the United States is based on the government performance. The scheme defines the goal of performance of government financial investment and annual performance evaluation system; and asked the government every year to submit a performance report, the contents of the report mainly performance objectives and evaluation criteria should be combined with the department budget. Britain in 1998 released the "economic and financial strategy report", proposed the national public expenditure planning and control of reform measures, such as comprehensive expenditure assessment, departmental expenditure ceiling, resource accounting and budget. Comprehensive expenditure assessment and public service agreement is the most important performance evaluation - budget plan. Compared with the western developed countries, China's government performance management mainly stay in theoretical research, practice is really very few, in the government public finance expenditure performance evaluation local area and local area appeared some scattered performance evaluation. The data revealed that the current China has close to 20% of the provinces,

municipalities and autonomous regions at different levels of the work of the government performance assessment launched a positive inquiry and achieved some results, combination of performance evaluation of target responsibility and social economic development index system, formed to supervise the work, to strengthen the Department's efficiency as the main target, main way and so on many kinds of performance appraisal on the basis of public review of the model.

2.2. Public Cultural Services

Public cultural service is refers to the government led, relying on the public sector or provide public cultural products and services to the masses of people. The main content is public cultural infrastructure, products and services, such as public libraries, art galleries and museums. Public cultural services mainly rely on government financial allocations, not to profit for the purpose, to provide non competitive public cultural products and services of the resources allocation activities of the general term. Public cultural services ensure that all citizens enjoy the same cultural services, and the public sector provides public cultural services to allow the public to enjoy the fast and convenient. Only in this way can we help to meet the demands of the public on the culture, protect the cultural rights of the people, and promote the construction of socialist spiritual civilization.

Since the end of twentieth Century, how to improve the level of public cultural service has gradually become a major trend of administrative reform in various countries. Earlier studies have focused primarily on the effects of cultural policy, contemporary public administration and management theory of culture of public management. Some scholar argues that the cultural policy of the narrow sense mainly refers to the help of the art, and it is simple to say that the art is suitable to spread among the people. Therefore, cultural policy, as the government, cultural category, profit organizations, cultural organizations, art institutions, and other important means of profit organizations, and can map out the value orientation of the interests of the group. Cultural policy has become a political struggle in the specific historical environment, the establishment of the system and the creation of conditions for the art of self realization [11]. On the basis of the summary of the previous study, this paper expounds the interaction between the transformation of government functions and the implementation of cultural policies. Only by global governance model, across disparate administrative settings, "horizontal" cross cooperation, in order to truly make service culture to be implemented, otherwise, can only be a piece of paper talk is also presented. Mao (2015) presented cultural output characteristics, with the country's economic growth, government cultural departments pay rate, together with the development of other departments, but due to the labor intensive production, resulting in productivity and wage growth rate unchanged, culture caused by the increased cost of inputs, eventually causing public cultural expenditures doubled[12]. Mastroleo (2010) presented by local government and cultural institutions to jointly invest to make public cultural service to get twice the result with half the effect, and cause a domino effect, bring more investment to the career of culture; common investment needs both sides to the purpose of mutual cooperation, mutual communication, made their own views through negotiations to achieve a unified, such a model is conducive to the development of public cultural diversity and innovation [13].

At present domestic to the public cultural service research mostly concentrated in the connotation of public cultural services, investment main body, performance management and evaluation. Most scholars believe that public culture is a kind of very special cultural products; its public property depends entirely on the recipient's identity and the formation of the impact, with the universal public. In public cultural services in the content of the research on the scholars from the management mechanism, content management and comprehensive factors which explained that public culture because has its own distinctive public welfare and social education function, should take government as the leading factor, not the market of business management mode. In the public culture investment

resources, generally agree to increase the intensity of resource input, but the way in which input is a big difference. Due to the long public cultural service in the rules and regulations has been taken full height of government agencies monopoly, market barriers to entry, rent seeking and public welfare reduction problems, leading to the unclear understanding of the attribute of public cultural services. Government should fully consider the production and investment of public cultural services, such as the division of investment, direct production and indirect production and other factors, so that the investment model of public cultural services more diverse.

Public cultural service performance evaluation is the key link during the whole operation of the public cultural service, only through the performance evaluation, the masses of the people to understand the basic functions of public cultural services, testing the effectiveness of public cultural services, insight into the value of public cultural services, the decision of public cultural service policy implement and optimize or summary. In the market economy, the public cultural service is a part of the public welfare undertakings, to meet the growing cultural needs of the people. To public welfare, to provide Society for the purpose, to profit; let all citizens equal enjoyment without discrimination; to provide people with convenient public cultural service, includes the convenience facilities, convenient communication tools, enjoy the process of convenience. These give the government performance evaluation put forward a severe test, then how to evaluate the social impact of the public cultural service scientifically and effectively is an urgent problem to be solved. As mentioned above, the performance evaluation of public cultural service is confronted with great difficulty and challenge. Because scientific analysis of performance evaluation of public cultural services must be input and output, cost and benefit, the process and the results of performance evaluation index and model construction; but due to the general lack of public cultural service supply and demand competition market framework, public cultural service output difficult to quantify the externality and inseparability, plus public cultural services in the field of data availability, authenticity, ratio and the actual results of the work of most difficult to quantify factors, how can the work of qualitative and quantitative analysis, through introduction of statistical and operations research theory.

3. DEA Model

Data envelopment analysis (DEA) is developed on the concept of relative efficiency evaluation of a new system analysis method; this method is to use a based on the theory of linear programming as the basis for evaluating the relative efficiency of the same type of organizational performance is the special method. It can research has multiple input production systems, especially with multiple output production system, using mathematical programming model to conduct a comprehensive evaluation, namely from the point of view of technique and economy study enterprise in a certain level of investment, whether to achieve the maximum relative output levels, also is the evaluation of the production management level of enterprises is to achieve the efficient production frontier, provides a new effective method for the evaluation of the enterprise system, and can quantitatively pointed out reasons and extent of non effective, provide a variety of useful information for enterprise decision. Here we mainly introduce the C²R model. Suppose there is n a decision making unit, and each decision unit m of the same input, input vector as:

$$X_j = (x_{1j}, x_{2j}, \dots, x_{mj})^T \quad (1)$$

Each decision unit has the same s output, and the output vector is:

$$Y_j = (y_{1j}, y_{2j}, \dots, y_{sj})^T \quad (2)$$

In order to make decision unit of production process as only a single input single output quantity , it need to set the weights of the input and output, assuming that the inputs and outputs of the weight vector respectively.

$$v' = (v_1, v_2, \dots, v_M)^T \quad (3)$$

$$u' = (u_1, u_2, \dots, u_S)^T \quad (4)$$

At this point, the integrated value of the first j decision making unit is $\sum_{i=1}^M v_i x_{ij}$, the comprehensive value of output is $\sum_{r=1}^S u_r y_{rj}$, we define the efficiency evaluation index of each decision making unit DMUj:

$$h_j = \frac{\sum_{r=1}^S u_r y_{rj}}{\sum_{i=1}^M v_i x_{ij}} \quad (5)$$

If the decision making unit (DMU) $h_k=1$, then the decision making unit relative to other DMUs efficiency reaches the highest, or in the decision making unit efficiency is relatively effective; if $h_k < 1$, then the decision making unit relative to other DMUs efficiency is relatively low, then need to further improve the efficiency, also means the decision unit is relatively ineffective. According to the above analysis, the relative efficiency optimization evaluation model of the first j decision making unit is:

$$\max h_j = \frac{\sum_{r=1}^S u_r y_{rj}}{\sum_{i=1}^M v_i x_{ij}} \quad (6)$$

$$s.t. \begin{cases} \sum_{r=1}^S u_r y_{rj} / \sum_{i=1}^M v_i x_{ij} \leq 1 \\ v = (v_1, v_2, \dots, v_M)^T \geq 0 \\ u = (u_1, u_2, \dots, u_S)^T \geq 0 \end{cases} \quad (7)$$

This is a fractional programming model. In order to solve it, it must be changed into a linear programming model. Therefore assume:

$$t = \frac{1}{\sum_{i=1}^M v_i x_{ij}} \quad (8)$$

Transform the model to:

$$\max h_j = \mu^T Y_0 \quad (9)$$

$$s.t. \begin{cases} \mu^T Y_0 - w^T X_j \leq 0 \\ w^T X_0 = 1 \\ w \geq 0, u \geq 0 \end{cases} \quad (10)$$

4. Empirical Analysis

4.1. Selection of DEA model

As seen from the front, DEA has a multi clock form, the choice of the model should first consider the evaluation purposes, and secondly to look at the actual economic background DMU. According to the background of public cultural services, as well as the purpose of evaluation, mainly from the angle of the government of public cultural service performance evaluation, this paper selects the C²R model based on the input, and in order to get the different aspects of the evaluation information, selection of super efficiency model based on input and analysis, make the evaluation more comprehensive.

First, according to the important position of public cultural services in museums, public libraries, classification don't according to the fifth chapter has the practice of constructing index system based on; based on DEA input and output indicators of the optimization ideas of practice index system was to optimize the formation of a new index system construct public cultural service classification don't performance structure model. Finally the C²R model input respectively in the two sets of index system of operation, forming corresponding to the performance evaluation results. From the point of view of the application of DEA, DEA index selection should follow the following basic principles:

- 1) **Evaluation purpose:** select the evaluation index to consider whether the evaluation goal can be achieved, that is, the input index and output index to choose the service, subject to the purpose of the system evaluation. An evaluation purpose requires multiple inputs and outputs to be fully described.
- 2) **Number of indicators:** to consider the number of evaluation index, a large number of input and output indicators will lead to the increase of the number of efficient DMUs, thereby reducing the DEA method in the evaluation function, evaluation index should be to meet the objective premise as concise as possible, some scholars think that the input and output index number should not be more than 30% number of decision making units.
- 3) **Correlation:** to take into account the input indicators and output indicators of the link between the DMU input and the output is often not isolated. When there is a strong linear correlation between the input index and other input indicators, it can be considered that the information of the index has been included in other indicators to a large extent.
- 4) **Diversity:** as the core of DEA method is "evaluation", in a large evaluation target, usually has some different aspects, to consider the input and output index system of diversity, then determine the evaluation target of the premise, design multiple inputs and output index system.

4.2. Museum Performance Evaluation

According to the input and output indicators of the above DEA method, the integrated optimization index system is shown in Table 1. Senior staff index content, and be considered from the perspective of simplified, the senior staff removed; the same in the actual use of the housing area index have been included in the exhibition space index. Therefore, the exhibition with the elimination of the real; output indicators in the minors visit times during a visit to the number has the reflected, so will eliminate. The two group of index data using C²R model to calculate, efficiency value, as shown in table 2.

Table 1. Museum Performance Evaluation Index

Index classification	Content
Input	Practitioners
	Financial appropriation
	Actual use of housing area
Output	Hold exhibition
	Number of visitors
	Project task

Table 2. Comparison of Two Kinds of Index Systems

DMU	Score	Score Opt. 1	DMU	Score	Score Opt. 1
Beijing	1.00000	0.4803586	Fujian	0.98833	0.9857470
Tianjin	1.00000	0.5379904	Jiangxi	0.76455	0.6973997
Hebei	0.839567	0.7589408	Shandong	0.908592	0.8815233
Shanxi	0.809409	0.5520879	Henan	0.921407	0.9214067
Neimenggu	0.669787	0.5683618	Hubei	1.00000	0.8341356
Liaoning	0.486929	0.4239069	Hunan	1.00000	1.00000
Jilin	1.00000	1.00000	Guangdong	0.92276	0.8985111
Heilongjiang	1.00000	1.00000	Guangxi	0.734516	0.6701211
Shanghai	1.00000	0.5323121	Hainan	1.00000	1.00000
Jiangsu	1.00000	0.9733824	Sichuan	1.00000	0.8890866
Zhejiang	0.827154	0.799616	Guizhou	1.00000	1.00000
Anhui	1.00000	1.00000	Gansu	1.00000	0.59295258

From the table, the optimized index system have an great effect on some regions, including Beijing effective value by relative effective 1 drop of 0.48, so that side in addition to the index of performance value influence is larger, and corresponds to the two groups of index system of the effective values the correlation coefficient of correlation test income 0.644816, we think if the correlation coefficient >0.7 that then we optimize the index system cannot replace the initial index system. Therefore, it is necessary to further optimize the performance evaluation indicators, to find out the impact of the index system is larger, the original index system for correlation analysis, such as table 3.

Table 3. Index Correlation Analysis

Content	Practitioners	Financial appropriation	housing area	Hold exhibition	visitors	Project task
Practitioners	1.00	0.80	0.78	0.86	0.90	0.68
Financial appropriation	0.80	1.00	0.71	0.85	0.86	0.70
Actual use of housing area	0.78	0.71	1.00	0.69	0.80	0.79
Hold exhibition	0.86	0.85	0.69	1.00	0.66	0.97
Number of visitors	0.90	0.86	0.80	0.97	1.00	0.73
Project task	0.68	0.73	0.70	0.66	0.73	1.00

The national evaluation of the efficiency of the level of 0.870559, the overall efficiency of moderate, it has a certain relationship with countries in recent years to public cultural undertakings invested heavily, but there is no lack of some regional efficiency value is

low, the relative efficiency is poor in Xinjiang and Ningxia, the inputs need to adjust, through adjust the above indicators can also be found, the number of collections for the museum is a very important index, in the future of the museum in the construction and development of museum should be put more energy on how to enrich the museum collections. We analyze the performance of the Hebei Provincial Museum of performance evaluation, the results as shown in Table 4.

Table 4. Analysis on the Performance Evaluation of Museum

Hubei province	0.5617824			
Practitioners	209	117.41253	-91.587472	-43.82%
Financial appropriation	50247	28227.882	-22019.118	-43.82%
Actual use of housing area	66.18	36.417266	-29.762734	-44.97%
Hold exhibition	43	43	0	0.00%
Number of visitors	840.09	840.09	0	0.00%
Project task	1	0.6326911	0.6326911	99.90%

4.3. Public Library Performance Evaluation

Construction of public library index system, according to the optimization of the DEA input and output indicators, input a large number of indicators, from comprehensive simplified point of view, excluding the reading room number of seats; output indicators have overlap index number of mobile service books borrowing people and the total circulation, so excluding mobile service books borrowing people; the same principles excluding mobile service.

Table 5. Public Library Performance Evaluation Index

Index classification	Content
Input	Practitioners
	Financial appropriation
	Actual use of housing area
	Total reservoir capacity
Output	Number of books circulation
	Number of visitors
	library card number

Table 6. Comparison of Two Kinds of Index Systems

DMU	Score	Score Opt. 1	DMU	Score	Score Opt. 1
Beijing	0.922953	0.9212893	Fujian	1.00000	1.00000
Tianjin	0.718529	0.6463811	Jiangxi	1.00000	0.8296586
Hebei	0.69835	0.6939764	Shandong	0.943635	0.9436352
Shanxi	0.455261	0.3764289	Henan	1.00000	1.00000
Neimenggu	0.581044	0.5053822	Hubei	1.00000	1.00000
Liaoning	0.736108	0.7086677	Hunan	0.984991	0.9849914
Jilin	0.775813	0.5571745	Guangdong	1.00000	0.898511198
Heilongjiang	1.00000	0.9108783	Guangxi	0.816544	0.7969325
Shanghai	1.00000	0.9690518	Hainan	0.566497	0.5499679
Jiangsu	1.00000	1.00000	Sichuan	1.00000	0.8513917
Zhejiang	1.00000	0.79961612	Guizhou	0.613631	0.5908273
Anhui	0.970412	0.9704123	Gansu	0.735901	0.7150709

Using the C²R model, we calculate the data of these two sets of index system, the obtained efficiency value, as shown in table 6. Corresponds to the two groups of index system of the effective value of the correlation coefficient of correlation test income 0.944727, we think if the correlation coefficient >0.7 that then we optimize the index system can instead of the original index system, can provide a more comprehensive analysis of the performance evaluation of public library. The overall efficiency of the national public library is low. Only Guangdong, Hubei, Henan, Fujian, Zhejiang, Jiangsu Province, the efficiency of the 6 provinces is relatively effective. National evaluation of the efficiency level of 0.746437, the overall efficiency value is in the middle, the efficiency value of only 0.218139, Hebei public library performance evaluation projection analysis, such as table 7.

Table 7. Public Library Performance Evaluation

Hebei province	0.3764289			
Practitioners	1550	321.17997	-1228.82	-79.28%
Financial appropriation	21448	7185.4479	-14262.552	-66.50%
Actual use of housing area	29.5	7.186352	-22.313648	-75.64%
Total reservoir capacity	1461.9	550.30148	-911.59852	-911.59852
Number of books circulation	475.2	475.2	0	0.00%
Number of visitors	392.1	392.1	0	0.00%
library card number	244462	250425.33	5963.3312	2.44%

5. Conclusions

Based on the theoretical basis of the review of public cultural service related theory and current public cultural service performance evaluation theory, viewpoint and method of DEA, this paper build of museum public cultural service in the theoretical framework of performance evaluation, performance evaluation index system and a museum, public library performance evaluation influence factor model, and then based on the DEA method, evidence of the museum public cultural service organization performance, and put forward the policy recommendations on how to improve the public cultural service performance. Analysis of the attention of government supply of public cultural services abroad and have achieved results, combined with China's public cultural service starts late, the unequal allocation problem, expounds the importance of performance evaluation of public cultural services. Construct the theoretical framework of Museum performance evaluation. It mainly includes the principle system of Museum performance evaluation, index system, standard system, method system, analysis system and final result application system. The practice index system of public cultural service performance based on museum is designed. Taking the museum as the main object, the index system is designed to build the path model, and the use of factor analysis method to build a museum, the public library as the main body of the public cultural service performance evaluation index system.

The theoretical framework of performance evaluation system is to carry out the government supply of public cultural services critical to build the performance evaluation index system of public cultural services need to have clear targets, make good use of scientific analysis method, scientific measurement index system of the validity and reliability, and assessed on the basis of performance objectives, performance dimensions, performance oriented thinking to design the performance evaluation index system of public cultural services. Based on the summary of advantages and disadvantages of the various index system of domestic and foreign museums, combined with China Museum of relevant policy documents, and puts forward the principle system, index system, standard system, method system, analysis system and the application system, including the complete public cultural service performance evaluation system framework consists. DEA

method has many advantages, through the objective data fitting out path coefficient of each factor in the model to determine the ownership of the index system, and automatically generate the weights of the features, suitable for the analysis of public cultural service performance evaluation. In this paper, collecting large amounts of statistical sample data, considering the significant differences between different types of public cultural services, respectively of Museum, public library performance evaluation and the evaluation and empirical analysis, improve the rationality and reliability. General performance evaluation is used to in fact there are intrinsically linked to the overall performance of each category as unrelated individuals, artificially separated were analyzed, in this paper, using super efficiency model of public cultural services for the general performance evaluation, gives the public cultural service input and output indicators between mutual influence. It is concluded that the basic conclusion of the performance of the government supply of public cultural service in our country is that the overall performance is insufficient and the regional gap is big. This paper attempts from the perspective of economic factors, construction performance influencing factors model to analyze the mechanism of the influence the performance of public cultural service level, from the public service of our country government investment performance: an empirical analysis, investment in public cultural service government performance presents culture strong, the heritage of the rich, to the North and west to the culture of precipitation is relatively barren decreasing points trend, and the area of cultural elements has a obvious correlation.

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