Museums Helping in Age-Friendly Communities Construction

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Keywords: Museum, Education, The Elderly, Community, Smart Museums.

Abstract: With the gradual deepening of population aging, satisfying the spiritual and cultural needs of the elderly has become an important work to promote the realization of "cultural endowment". Giving play to the social education function of museums and building friendly community humanistic environment are the ways to improve the spiritual and cultural life quality of the elderly. By analyzing the policy basis and successful cases, the paper discusses the form of offline museums into communities, points out the content, form and service mode of smart museums to serve communities, and puts forward suggestions to improve service capacity. Museums entering communities make the elderly enjoy the "dividend" of museums and help create a liveable environment for the elderly, which is the direction of museums development.

1 INTRODUCTION

Population aging is the basic national condition of China for a long period of time in the future. According to relevant forecasts, during the 14th Five-Year Plan period, the national elderly population will exceed 300 million. With the acceleration of aging process, the problem of providing for the aged has been elevated to the height of national strategy. Nowadays, the elderly gradually turn their attention to the pursuit of spiritual and cultural needs on the basis of the basic satisfaction of material life. Therefore, enriching the spiritual and cultural life of the elderly and promoting the elderly to participate in social and cultural activities is an important aspect of coping with the aging population actively. The realization of "cultural endowment" is of great significance to individuals, families, society and the country (People's daily 2021).

Museums play a very important role in promoting excellent traditional culture and practicing socialist core values. Community is the basic spatial unit of a city. It's pointed in the <Establishment of a Model of National Age-friendly Community> jointly issued by the National Office on Ageing and Health Commission (National Health Development On Ageing (2020) No. 23) : "Enrich the spiritual and cultural life of the elderly", "enrich the contents and means of education for the elderly", "encourage the elderly to study independently",

"carry out community activities conducive to promoting intergenerational interaction and mutual assistance between neighbors, and enhance cultural integration and social identity between different generations". According to this spirit, the museum's service for the elderly in the community is an important work to realize the "enjoyment for the elderly" and "support the elderly" and promote the construction of the elderly friendly community through the "cultural endowment". Museums have become an enabler of community public cultural development, one of the cultural service providers. It is not only the demand of society, but also one of the mainstream directions of contemporary museum development and one of the important starting points of participatory museum (Kang 2020). How to improve service quality needs serious thinking and continuous exploration and practice.

2 ENTRY OF MUSEUMS INTO THE COMMUNITY

The social education function is one of the important functions of museums. The number of museums in provincial administrative units (except Hong Kong, Macao and Taiwan) is as Figure 1. From the analysis of the data on the figure, we can draw a conclusion that the number of museums is not evenly distributed. There are more museums in Shandong,

Zhejiang, Shanxi, Beijing and other places, and fewer museums in Yunnan, Qinghai, Tibet and other places. Therefore, in addition to offline museums, Online Museums will provide deeper and broader service ability in cultural education. Modern museums, combined with traditional ways and scientific and technological innovation, will become one of the backbone forces in the cultural field to improve humanistic literacy, carry forward excellent traditional culture and establish cultural confidence.
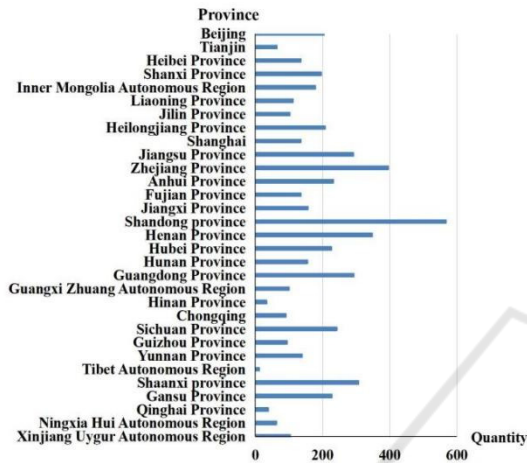

Figure 1: Museums quantity.

In 2021, it's pointed in the <Guiding Opinions on Promoting the Reform and Development of Museums (hereinafter referred to as the Opinions) jointly issued by the Publicity Department of the CPC Central Committee, the Development and Reform Commission, the Ministry of Education, the Ministry of Science and Technology, the Ministry of Civil Affairs, the Ministry of Finance, the Ministry of Human Resources and Social Security, the Ministry of Culture and Tourism, and the National Cultural Heritage Administration: "to develop the smart Museum with business needs as the core, supported by modern science and technology, gradually achieve smart service, smart protection, and smart management ""support joint exhibitions, roving exhibitions, exhibition show on the net, increase the utilization level of this display" "deepening the museum and community cooperation, promote virtual museum exhibition into urban public space," "Strengthen cooperation with financial media and digital culture enterprises, innovate digital cultural products and services, vigorously develop cloud exhibition and cloud education of museums, and build a museum communication system integrating online and offline. Strengthen the audience survey, promote

mass communication, and optimize the whole process of visiting services ". The <Opinions> are policy support for promoting museums to serve the elderly in communities online and offline. In accordance with the requirements of the Opinions and the service concept of "people-oriented", museums in communities are highlighted to serve specific groups, realize on-demand communication, and solve the contradiction between unbalanced and inadequate development of museums and people's needs for a better life. To build a geriatric friendly community, it is urgent to improve the spiritual and cultural life quality of the elderly and create a friendly cultural environment. Museums in the community will also play a greater role.

Museums enter the community in two ways: online and offline.

2.1 Entry of Offline Museums Into the Community

Offline entry of museums into communities is a traditional way of museum publicity and education, and there are three main forms:

2.1.1 Community Museum

The Notice of the State Administration of Cultural Heritage on Promoting the Development of Ecological (Community) Museums (Cultural Relics Development No. 15, 2011, hereinafter referred to as the Notice) states: Ecological (community) museum is a new type of museum that reproduces the development track of human civilization through comprehensive protection and display of traditional culture and ecological environment such as village, block architecture pattern, overall style, production and life. Shijia Hutong Museum is a community museum in Beijing. It is located at No. 24 Shijia Hutong in Dongcheng District. It is built by hutong and former residences of celebrities. The museum courtyard of primitive simplicity, old photos, display of old objects with strong traditional folk customs, are attracting elderly visitors to visit together. Many elderly people volunteered to explain to the audience, and some of them lived at the same time as the famous people who lived in Shijia Hutong, by telling history, their cultural resonance are inspired. The elderly in the community are also willing to participate in various activities organized by the museum and become participants and disseminators of culture. This Museum is a successful example of a museum serving the elderly in the community.

2.1.2 Entry of Flowing Museums Into Community

The emergence of mobile museums has solved the contradiction between the growing spiritual and cultural needs of the people and the reality, made full use of the science popularization resources of museums, further promoted the development of science popularization education, and greatly expanded the social education function of museums (Zhang 2016). The main forms of the exhibition are panels, exhibitions of low-level cultural relics, knowledge lectures and interactive exchanges. Due to the advantages of flexible time, diverse contents and low site restrictions, it is convenient for the elderly to visit, and being in a familiar environment will also bring them a sense of intimacy and security. On the premise of voluntarism, some elderly volunteers can be trained as temporary interpreters to guide them to participate deeply, deepen their understanding of the cultural background of the exhibition theme, and improve their social service ability. Interactive and interesting activities are designed, and the elderly can "bring the museum home" by making relevant handcrafts and sending out articles to create products. The exhibition will radiate as much as possible to the elderly community, and improve social education efficiency.

2.1.3 To Build Exhibition Areas by Using the Community Space

Unlike the former two forms, the use of community space to build exhibition areas is more flexible, and exhibits and activities are less restricted. From the museum-guided to the community and even the elderly, to lead the display activities, highlighting the personalization will stimulate the enthusiasm of the elderly more to participate in the activity venue set in the elderly life circle, it is also convenient for them to participate. Give full play to the role of property management in the community, to help solve the practical difficulties encountered in the community.

2.2 Entry of Online Museums Into the Community

The popularity of the Internet has brought a new way for museums to enter the community. The application of "Internet plus" enables museums to enter the community without time and space restrictions, and the concept of "community" has been expanded to cyberspace. In particular, the impact of COVID-19 on offline museum visits has made the advantages of online museums more obvious. Technological innovations such as artificial intelligence, big data, cloud exhibition, and cloud broadcasting have promoted new intelligent application scenarios of museum services and social education, which not only improves the utilization rate of digital resources of collections, but also expands the definition of smart museum. Smart museum is the concentrated presentation of the application of information network technology in museums. It is a new mode of museum operation and maintenance formed by using the latest information network technology on the basis of integrating the achievements of museum information construction and digital museum construction. It focuses on solving the problem of sharing the "man-object-space" data fusion and intelligent application under the latest information network technology (Wang 2020).

Smart museums began to emerge in China in 2012. In recent years, with the development of Internet technology, they focus on the service, protection, management and decision-making aid of museums, as well as the service of the Internet. The public education activities of museums are moving from physical exhibition halls to virtual spaces, and the online and offline service modes will certainly promote the maximum development of museum functions in the industry (Liu 2022). To provide community service for old people, online museums combine online services with museum informatization through "Internet +", making the elderly, especially disabled elderly people enjoy the museum's collection and create products without leaving home, and get service information in time, so that the efficiency of the museum's cultural transmission is improved, and also smart, safe and efficient age-friendly communities are built. The main ways for the elderly to obtain online museum resources are websites, APPS, mini programs, Weibo and Wechat, etc. Museums can innovate the digital display and dissemination of all kinds of information, and provide relevant helps from the aspects of content, form and service.

2.2.1 In Terms of Content

It mainly includes basic museum information, such as the institution; the services of museum, for example, exhibition information and reservation way; the knowledge information like the collections; cultural and creative product attribute information;

professional explanation; academic columns; live programs, etc. Professionals can be organized to plan online thematic exhibitions for the elderly, so as to shorten their distance with museums and deepen their understanding of the exhibits in a pleasing digital form. In order to facilitate the elderly to browse, the plate design should be concise and generous, and the content should be with emphasis. Museums with rich collection resources and a high degree of digitization are encouraged to open online special exhibitions. For example, museums whose collections and culturally creative products are paid to high attention and recognition and whose content is popular among the elderly, can integrate online resources to promote digital information suitable for the elderly and regularly update thematic content to form brand effect. We will support museums with large folk art collections to accelerate the digitalization of their collections, and launch special sections for the elderly through various channels. Digital collection information should focus on both knowledge and interest. For example, the "Digital Collection of Cultural Relics" section of the Palace Museum website displays professional profiles, clear pictures, and high-definition pictures can be clicked to enlarge. The "Palace Museum wallpaper" created by Internet celebrities can also add elegance to the online life of the elderly, and various forms of information expression can increase the fun of browsing websites for the elderly. Museum services such as exhibition information and reservation channels, can be unified and integrated by administrative departments and released to the society through network channels that are easily accessible to the elderly.

2.2.2 From the Form

The digital expression of online museum can be in the form of text, pictures, audio and video, high-tech digital products and so on. According to the characteristics of the elderly, it can be considered to reduce the amount of text reading as much as possible, and adopt other forms such as high-definition pictures, audio and video, three-dimensional digital methods, etc., to innovate display means, develop VR exhibition halls and other digital products, and build online experience zones such as digital museums. For example, the Palace Museum has organized online exhibitions, webcast and launched a comprehensive all-media online service platform called "Cloud Tour of the Palace Museum", enabling Chinese and foreign visitors to visit the Palace Museum, watch

exhibitions, appreciate cultural relics and learn history without leaving their homes. In 2020, the audience who clicks, views and broadcasts of the live broadcast activities reached nearly 1 billion times (Xiao 2022). In the "Panorama Palace Museum" column of "Digital Palace Museum" released on Wechat, click the map to enter each exhibition area to provide virtual immersive experience. "Digital multi-treasure pavilion" column can help to appreciate cultural relics in 360 degrees from multiple angles. The above variety of display forms can bring the fun of cultural leisure to the elderly. The remote location of Dunhuang Mogao Grottoes, one of China's four largest grottoes, restricted access to the site, have prevented many elderly people from visiting. The "Digital Dunhuang" website gathers the digital achievements of grottoes and murals. Panoramic tour of grottoes can be realized without logging in, and even higher resolution images can be brow seen after logging in. The introduction to the caves highlights key words in red font hyperlinks to more relevant information. Wechat mini program "Cloud Tour Dunhuang" presents digital results on the mobile terminal, which is more convenient for the elderly to appreciate, and relaxing and lively columns such as "New cultural Creation" have brought more fun to netizens. The precious digital resources mentioned above can strengthen the publicity and promotion for the elderly, and encourage the industry to explore more high-tech means to help the elderly obtain more accessible online digital resources. Museums with conditions can also develop related scientific research projects.

2.2.3 From the Service

Museum websites and public service apps can be organized to build and transform functions suitable for aging or the disabled, optimize interface interaction and other functions. Mobile APP can be designed as elder mode version. Reducing the operation steps, optimizing the process, the font easy to see, simple to understand the operation instructions, also, easy for the elderly to access, and basically achieving barrier-free online information exchange, the elderly can easily enjoy interactive services. Small programs, cloud services and other channels can explore and promote one-click reservation for museum visits, avoiding complex operation or repeated submission of basic information by the elderly, and timely push important information services such as opening and closing of museums and visit reminders.

Explorations are made to connect the mature and suitable module with old-age care service platform with wide coverage, open up the online reservation channel for the elderly, and make full use of 5G, big data, cloud computing and other technologies to realize real-time data fusion and sharing. Through online live training or video recording, guidance provision are available for the elderly to operate online and visit the museum. Online and offline collaboration, intelligent service innovation combined with manual windows, service phone and other traditional ways, through manual services, information signs and guidance, the elderly are helped to enter the museum after booking, and are provided a more humanized museum visiting experience.

The Internet has brought convenience to the elderly in promoting cultural services assisted by museums, but the current situation that most of the elderly cannot skilfully use smart devices also hinders its development to a certain extent. However, the advantages of online museum, such as diverse display ways, high interaction, convenient service and low temporal and spatial dependence, make it a new form of cross-temporal dialogue between the elderly and culture, and is becoming the main way for museums to serve the aging population. Therefore, the Internet solution of the smart museum should be based on the reality, pay attention to the real demand, emphasize the interest and knowledge of the content supply, improve the acceptability, do a good job in the use of training, help the elderly to cross the "digital divide", and maximize the role in the elderly project.

3 SOME SUGGESTIONS

3.1 The Government Aid

It is advisable to draw up relevant policies based on public opinion, improve service measures, integrate these services into the overall planning of old-age assistance projects, and increase financial input.

3.2 Industry Management

Communities with suitable conditionals should be supported to build museums; Mobile exhibitions planned for the elderly should be refined and in-depth, and publicity and promotion plans should be done properly. We will build high-end think tanks, actively train talents at the grassroots level and encourage volunteers to participate.

3.3 Industrial Convergence

Platforms can be built to attract enterprise investment, enhance their capital willingness, and jointly cultivate the silver economy with enterprises developing suitable industries. Through the market-oriented operation of multi-channel financing mechanism, reduce costs and increase efficiency.

3.4 Elderly Participation

The elderly can play the role of self-service and self-support, and actively participate in the construction of museum culture in the community; strive to overcome barriers to the use of smart electronic products and increase cultural acquisition ability.

4 CONCLUSION AND PROSPECT

The way that museums enter communities to serve the elderly is one of the research directions of museum construction, and with the progress of science and technology, cultural products and forms closer to the life of the elderly should be studied, so as to truly "make cultural relics come alive". At the same time, the joint participation of various forces in the inheritance and dissemination of museum culture and the promotion of community cultural construction can increase the mode of cultural supply for this particular group, promote the upgrading of old-age care industry, and make the community cultural life burst out new vigor and vitality.

In the future, museums should further sort out their needs based on education, life experience and demand levels, provide smarter and more accurate services for the elderly, help to build new geriatric friendly communities and create a liveable environment for the elderly from the aspects of government urban governance, service innovation for the people and industrial ecological support.

PROJECT FUND

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