Research on the High-Quality Integrated Development of Reading Promotion in University Libraries in the New Era

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Abstract: In the new era, university libraries have become the main front for universities to promote reading and have an important influence on the quality of talent cultivation in universities. It has become an important mission for universities to do a good job in promoting reading in libraries in the new era and provide better reading services. Based on this, this article briefly summarizes the importance of reading promotion innovation in university libraries and the characteristics of reading behavior among university teachers and students. On this basis, it explores the reading promotion model of university libraries in the new era, hoping to provide useful references for the reading promotion work in university libraries.

Keywords: Colleges and universities; Library; Reading promotion

1. Introduction

In the context of the new era, people's reading forms, reading behaviors, etc., have changed compared to the past. Reading is a relatively common way for the public to acquire knowledge. The promotion of university libraries as an important form of cultural literacy plays an important role in enhancing the knowledge reserves and moral literacy of the public. In the context of fragmented reading and lack of in-depth thinking, university libraries should leverage their resource advantages and service systems to carry out diverse reading promotion activities and give full play to their service functions. This article actively explores the path of promoting reading in university libraries in the context of the new era, which is of great significance for strengthening the leading role of libraries and promoting the high-quality development of the library cause.

2. The importance of innovation in promoting reading in university libraries

2.1. Conforming to the trend of higher education reform

In 2023, the Ministry of Education and other departments jointly issued the Implementation Plan for the

National Youth Students' Reading Campaign, aiming to enhance the reading ability of young people and build a campus filled with the fragrance of books. Under the support and guidance of national policies, promote the transformation of the institutional advantages of reading promotion into promotion effectiveness. As a place for promoting core services, reading in university libraries is in line with the goals of higher education reform, such as cultivating students' interest in reading and lifelong learning ability. University libraries should keep up with the times, adapt to the trend of higher education reform, and promote the all-round development of students through innovative reading promotion models, etc.

2.2. Promoting the transformation and development of libraries

The development of new technologies such as artificial intelligence and big data has promoted the integration and development of media, and provided a turning point for the transformation and service innovation of libraries. In the context of the construction of double first-class universities, university libraries should promote the integration of media convergence and reading promotion work, and utilize new media platforms and technological innovation promotion models [1]. To this end, university libraries should continue to explore innovative paths and leverage their own resource advantages and service efficiency to accumulate data resources in practice. At the same time, we should give full play to the advantages of digital technology to enable reading promotion services to drive the high-quality development of education and teaching and meet the teaching and research needs of teachers and students.

2.3. Promoting the in-depth and solid development of reading for all

Comprehensive reading is an important part of China's national strategy aimed at enhancing citizens' knowledge and literacy, boosting the country's soft power and building a book-filled society. The promotion of reading in colleges and universities not only showcases the cultural heritage of the university, but also promotes the integration of interdisciplinary knowledge, nurtures students' lifelong learning concepts, and creates a harmonious campus reading ecosystem [2]. University libraries, as leaders of reading for all, should promote the overall quality of the nation through the dissemination of knowledge and culture while carrying forward the spiritual essence of university culture.

3. Characteristics of the reading behavior of university teachers and students

3.1. Simplified reading content

In an age of information explosion, while diversified access to information has brought convenience to college teachers and students, it has also led to reading remaining at a shallow level. Constrained by the time cost, teachers and students tend to read more in a fragmented way, preferring to browse short articles or summaries, thus reducing the time spent on in-depth reading and thinking [3]. This reading tendency, though quick to obtain information in a short period of time, can also lead to one-sided cognition and a superficial understanding of the content being read. To this end, colleges and universities need to strengthen students' critical thinking training, guide them to form the habit of deep reading through reading promotion activities, improve their ability to screen, analyze, and understand information, and achieve a balanced development of information acquisition efficiency and knowledge absorption quality.

3.2. Fragmented reading methods

With the accelerated pace of modern life and the popularity of smart devices such as mobile phones and tablets,

people can read anytime and anywhere without being restricted by time and space. While this fragmented way of reading enhances the flexibility and convenience of reading, it also leads to a lack of coherence. In response to this, colleges and universities should guide teachers and students to focus on systematic and coherent learning while reading in a fragmented way through innovative curriculum design and teaching methods, and cultivate their overall reading ability and ability to concentrate for a long time [4].

3.3. Diversification of reading purposes

The traditional purpose of reading is mostly to learn knowledge, improve academic level, etc. Nowadays, people's reading purposes have become increasingly diverse, and the functions of reading have extended to social interaction, psychological comfort, etc. [5]. It is obvious that reading is no longer merely an academic activity; it has gradually become a comprehensive activity with both life and social attributes. To align with this trend, colleges and universities need to further enrich the types of reading resources, build diverse reading platforms, and precisely meet the differentiated reading needs of teachers and students. At the same time, actively guide teachers and students to deeply integrate reading with practice, broaden cognitive boundaries and enhance comprehensive qualities through reading, and verify and deepen theoretical knowledge through practice to maximize the value of reading [6].

3.4. Digitalization of reading behavior

The growing popularity of resources such as online libraries and digital periodicals has changed the traditional reading pattern, making it more convenient and faster to access and share information. However, while digital reading brings convenience, it also causes a series of problems. It is difficult to quickly filter out valuable information in the face of the vast amount of information, and long hours of use of electronic products can also affect the reading experience [7].

To this end, colleges and universities need to build high-quality digital reading platforms, provide efficient and practical information retrieval and reading assistance tools, and give full play to the knowledge dissemination effectiveness of digital resources.

4. Exploring new models for promoting reading in university libraries in the new era

4.1. Establishing an official media matrix and creating an online reading community

The traditional reading promotion model has a single dissemination channel and insufficient interactivity, and it is difficult to meet the reading needs of contemporary college students. Colleges and universities can create an official media matrix to innovate reading promotion services, providing a platform for students, the public, etc., to participate in reading interaction while disseminating knowledge and culture [8].

University libraries can rely on mainstream new media platforms such as WeChat official accounts, Weibo, and Douyin to produce daily book recommendations, reading experience analysis, and other activities to create a good reading environment and atmosphere. At the same time, live streaming platforms can be used to carry out activities such as book sharing and dialogue with writers to enhance readers' sense of participation and immersion and provide them with a good reading experience [9].

In the process, colleges and universities should focus on the application of technology tools, develop reading check-in mini-programs, encourage students to record their reading progress, insights, etc., every day, and design corresponding points reward mechanisms to create active online reading communities.

4.2. Integrating excellent literature resources and deepening resource sharing

The construction of literature resources, as the core task of university libraries, directly affects the level of their service to teaching and research and the effectiveness of reading promotion activities. High-quality literature resources are not only the cornerstone supporting the teaching and research of the university, but also an important guarantee for carrying out reading promotion.

University libraries need to integrate paper and digital resources to complement each other's strengths and meet the diverse needs of readers. If libraries can carry out online and offline reading recommendation activities, it will not only facilitate borrowing for teachers and students, but also solve the problem of reading choices for some students [10].

Under the trend of new engineering and new liberal arts, services centered on subject knowledge have become the focus of reading promotion. Some universities have integrated classic reading into professional courses and carried out "embedded" promotion with the help of subject librarians. University libraries can publish subject analysis reports and introduce professional reading lists around subject construction, and build a promotion system that integrates good book recommendations, subject services, and intellectual property services, providing strong support for the school's talent cultivation and subject development. The advantage of space can further highlight the characteristics of resources. University libraries can leverage their collections to explore cultural connotations and innovate reading spaces [11].

4.3. Integrating into classroom teaching and carrying out interdisciplinary reading promotion

As an intersection of cultural education and teaching reform in colleges and universities, the value of reading promotion lies not only in the service function of libraries, but also in integrating into the teaching system of colleges and universities and becoming an important means to cultivate students' comprehensive qualities. Integrating reading promotion with curriculum teaching can, through systematic design, guide students to form regular reading habits and enhance their ability to integrate knowledge and critical thinking [12]. Embedding reading promotion content in curriculum teaching requires colleges and universities to establish a cross-departmental collaborative mechanism. Libraries and departments can jointly develop an implementation plan for integrating reading promotion into the curriculum, such as setting up a "Classic Reading" module in the syllabus of professional courses, requiring students to read academic works or cutting-edge literature related to the course, and deepening their understanding through writing reading reports, participating in reading discussion sessions, etc. [13].

Interdisciplinary reading activities are an innovative way to integrate reading promotion into teaching. Colleges and universities can break down disciplinary barriers by organizing activities such as cross-topic reading salons, interdisciplinary lectures, book review writing competitions, etc., and guide students to establish connections among different knowledge fields. For example, engineering courses can combine reading with work on the history of science and technology to help students understand the humanistic context of technological development. In liberal arts courses, popular science reading materials are introduced to cultivate students' understanding of the frontiers of science and technology. Such interdisciplinary practice not only enriches the dimensions of the reading experience, but also stimulates students' innovative thinking, enabling them to improve their problem-solving skills through the integration of knowledge.

4.4. Integrating into the cultural construction of colleges and universities and creating cultural reading brands

As a core base for reading promotion and an important vehicle for cultural inheritance and innovation,

university libraries undertake a significant mission in shaping students' values and promoting cultural education. By deeply integrating reading promotion into the overall cultural system of the school and creating a matrix of original cultural brands, university libraries have established a three-dimensional cultural education pattern. In the process of integrating into the big cultural construction of the school, the university library takes the integration of diverse cultures as the entry point to build a characteristic education system [14]. For example, university libraries can hold classic recitation sessions, online readings of Chinese classics, etc., to carry forward and promote the excellent traditional Chinese culture; or, in line with the educational needs and characteristics of the school, support innovation and entrepreneurship through intellectual property services to deepen the practical educational function. University libraries can enhance their educational influence by building a matrix of original brands. Libraries of different universities have launched reading marathons, or some have chosen to create their own brands to promote China's fine traditional culture, such as "One Book a Month" at the University Library of Science and Technology Beijing, and "An Tu Sheng" at Anhui University of Finance and Economics. The University of Science and Technology Beijing's "One Book a Month" campaign has been going on for five years. Through an integrated online and offline model and a combination of reading recommendations, reviews, and giveaways, it helps teachers and students accumulate knowledge and improve their abilities. The "Cradle Book Garden" forum integrates aesthetic education practice and strengthens aesthetic education through activities such as literary and artistic interpretation and creative exchange, guiding students towards beauty.

Through cultural integration and brand innovation, university libraries have built an educational chain of "cultural immersion–brand leadership–value shaping," which not only deepens the connotation of cultural inheritance but also enhances the educational effectiveness of reading promotion.

4.5. Strengthening talent team building and cross-border cooperation

In the information age, if university libraries are to effectively respond to new challenges, they should also strengthen talent cultivation, build high-quality talent teams, and carry out cross-border cooperation. Librarians play an important role in promoting reading in libraries, and their professional level will affect the quality of service provided by university libraries [15]. Meanwhile, in the context of the new era, it is necessary to enhance the digital literacy of librarians. On this basis, university libraries also need to abandon the traditional working model and jointly plan cultural-themed reading salons with museums, cultural centers, and other units; carry out cross-border cooperation with enterprises to create interactive and attractive reading experience scenarios, effectively enhancing the dissemination and participation of the activities.

5. Conclusion

To sum up, in the context of the vigorous development of modern information technology, the public is in a fast-paced living environment, and both teachers and students in colleges and universities and social groups have shown fragmented and superficial problems in reading. In the context of social change, people's reading methods and contents have changed, and in this context, there are bound to be many challenges in the process of promoting reading in university libraries. Therefore, as the main front for providing cultural services, university libraries should address the shortcomings and demands of offline reading promotion, innovate promotion concepts and forms, bring more beneficial reading experiences to the majority of readers, and strongly promote the development of library undertakings.

Disclosure statement

The author declares no conflict of interest.

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