

Thoughts on the Digital Reading Service of University Libraries in the “Internet+” Era

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Abstract: Reading is the main route to impart scientific and cultural knowledge. It is not only related to personal growth, but also closely related to the construction of our society and the prosperity of the nation. University libraries must take on this important responsibility and strengthen the promotion of reading. In the "Internet+" era, university libraries need to focus on how to keep up with the development of the times and provide better digital reading services for teachers and students. The author studies and analyzes the main characteristics of digital reading in university libraries, and proposes the service strategy of digital reading for university libraries in the "Internet+" era, hoping to help with the university libraries playing their roles.

Keywords: "Internet+"; Higher education institutions; Library; Digital reading; Service strategy

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1 Introduction

With the advent of the "Internet+" era, more and more people are beginning to favor reading on mobile electronic devices. The reading service methods of university libraries in the past are no longer suitable for the development of the current era. In the "Internet+" era, university libraries must pay attention to digital reading services in order to meet the various needs of library users. Ensure that all users can obtain corresponding information resources anytime and anywhere through the library.

2 Digital Reading

Digital reading is also called digitalized reading. At this stage, there are many ideas regarding digital reading. Most scholars define digital reading as a way to spread scientific knowledge in digital form. The meaning of digital reading mainly includes three aspects. See Table 1.

Table 1. $C(\bar{x} \pm s)$

The Meaning of Digital Reading	Main Content
Digital Reading Content	The previous content in the form of text and pictures is digitally processed and presented to readers in digital form.
Digital Reading	Previous hardcopy books are being gradually replaced by digital terminals such as computers, mobile phones, and electronic reading devices. Readers only need to use these terminals to carry out reading.
Two-way Interactive Digital Reading	While reading, readers can also freely share their own experiences and thoughts. In the "Internet+" era, readers can communicate freely and interact with authors, and readers can also become the publisher of digital resources.

3 Main Features of Digital Reading in University Libraries

In the "Internet+" era, the main features of digital reading in university libraries are shown in Table 2.

Table 2. The Main Features of Digital Reading in University Libraries

Main Features of Digital Reading in University Libraries	Specific Manifestations
Digitalized	Digital reading is the use of digital tools to present content, and the way of browsing information also has digital features.
Mediatic	Digital reading needs to be achieved with multimedia or omnimedia. In the "Internet+" era, the development of self-media is very rapid, and its impacts on digital reading is even more profound.
Dynamic	The main features of traditional paper-based reading are fixed and static, while digital reading usually needs to be presented with advanced equipment, and the content is more dynamic.
Interactive	In the previous reading modes, readers are in a passive position, passively receiving resource information without giving reading feedback. In digital reading, readers and authors can communicate and interact with each other through internet, which is very conducive to the sharing of information resources.

4 Challenges Facing Digital Reading in University Libraries in the "Internet+" Era

The advent of the "Internet+" era has brought great changes to people's lives, including the ways of reading[1]. Currently, the reading of hardcopy books

in the past has gradually changed to e-book reading, which is obviously a new challenge for university libraries. The challenges faced by university libraries on digital reading in the "Internet +" era are shown in Table 3.

Table 3. Challenges Facing University Libraries in the "Internet+" Era

Challenges Facing University Libraries	Specific Manifestations
Diversified Ways of Reading	In the "Internet+" era, traditional ways of reading have been gradually replaced by public account reading, paper media, and electronic reading. Fewer and fewer students will come to the university library to read.
Students Over-relying on Internet Platforms	In the era of "Internet+", internet technology has been popularized on a large scale. More and more students prefer to acquire knowledge through the internet platforms. Compared with the previous library reading, it is more convenient and efficient, which leads to the roles of the library being seriously affected.
More Students Using Mobile Phones to Read	In the "Internet+" era, almost everyone in universities has a mobile phone, and the functions of mobile phones are becoming more and more abundant. Mobile reading has become a trend for university students nowadays. If university libraries want to meet the individual reading needs of teachers and students, they must keep pace with the times.

5 Digital Reading Service Strategy of University Libraries in the "Internet+" Era

5.1 Increase the Integration of Information Resources

The advent of the "Internet+" era will greatly promote the application and development of digital reading in university libraries. Judging from the current building and development of the digital reading modes of university libraries in China, it has been continuously improving. Currently, the number of online platforms that can meet the needs of university students' in digital reading is increasing^[2]. In the "Internet+" era, university libraries should enhance the integration of information resources in the process of developing digital reading, so as to better meet the various reading needs of teachers and students. In particular,

it is necessary to organically integrate various books, newspapers, academic resources, etc. in order to lay the foundation for the comprehensive promotion of digital reading services in university libraries^[3].

5.2 Strengthening the Application of Advanced Digital Information Resource Protection Technology

When university libraries provide digital reading services for teachers and students in the "Internet +" era, it is necessary to strengthen the application of advanced digital information resource protection technology to provide a good environment for the development of digital reading if they want teachers and students to have a better reading experience^[4]. First of all, universities should closely follow the development of the "Internet+" era, strengthen the introduction of internet technology, and vigorously

apply advanced technologies such as Internet of Things technology and cloud computing technology in the library^[5] to maximize the utilization of digital information resources. Teachers and students can access the information resources they need through the internet, which not only expands the virtual collections of university libraries, but also realizes the protection of information resources and effectively avoids criminal attacks and destruction of digital information resources in university libraries. Secondly, universities should pay sufficient attention to the protection of digital information resources, strengthen the development of the security protection of digital collection resources, and gradually establish a scientific and adequate resource protection mechanism to further regulate the application of protection technologies for advanced digital information resources^[6]. Finally, university libraries should focus on strengthening the training of relevant staff, and regularly organize the learning of digital information resource protection knowledge and technology, so as to continuously improve the professional level and quality of staff, which will provide teachers and students with safer and more reliable digital information resources, thereby effectively improve the digital reading standards of university libraries^[7].

5.3 Strengthening the Sharing of Digital Information Resources

Although in the "Internet+" era, university libraries have begun to focus on strengthening digital reading services, but there are still some university libraries that do not have abundant digital information resources^[8]. In order to solve this problem and improve the digital reading level of university libraries, it is necessary to strengthen the sharing of digital information resources^[9]. For example, university libraries can realize the establishment of a digital information resource database by developing a digital information resource database themselves or purchasing a database externally to continuously enrich the libraries' own digital information resources. Meanwhile, universities should continue to optimize and update digital information resource integration technology with the development of libraries to continuously optimize and improve digital information resources. This will not only greatly reduce the cost of manpower, but also reduce material

expenditures^[10]. Universities can rationally develop client servers suitable for their libraries according to their own actual development status and the library's own conditions and strength levels, and integrate them organically with digital information resources to build a library APP with their own characteristics, so that readers can retrieve the information resources they want anytime and anywhere, which is obviously more conducive to fully exert the important functions of the libraries.

6 Concluding Remarks:

In summary, in the process of operation and development of university libraries in the era of "Internet+", we must pay sufficient attention to the improvement of the standard of digital reading service, enhance the analysis on various challenges faced by university libraries in the "Internet+" era, enhance the integration of information resources, strengthen the application of advanced digital information resource protection technologies, and share digital information resources to the greatest extent, so as to continuously enrich the digital information resources of the library, which will better meet the individual needs of university teachers and students for digital reading in the library, continuously improve the level of digital reading services and further exert the important functions of library.

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