A Survey of Reading Promotion Methods in Universities in Mainland China

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Abstract: Books are the ladder of human progress and the window to observe the world.The university library is a sacred place for reading, a place for dissemination of knowledge, and a document information service center that provides teachers and students with knowledge and scientific research services.Its rich collection of resources, professional staff, advanced technology and equipment, and a warm reading environment provide a good platform for college teachers and students to read and promote.In recent years, there have been many articles on college reading promotion, but there are relatively few articles on university library reading promotion based on the ubiquitous network environment.The purpose of this paper is to research innovative methods and strategies for reading promotion in the ubiquitous network environment and provide useful help to the library industry.

Key words: Reading promotion, university library, evaluation, influencing factors

1 Problems in Current University Library Reading Promotion Services

1.1 The use of new media reading in the library is relatively small

The purpose of building a library is to serve students' reading and improve their interest in learning. Therefore, the requirements for library construction are also relatively high.With the continuous development of technology, it has begun to make extensive use of new media during reading, and reading on the Internet is very convenient and fast.The basis of traditional library reading is paper reading, which can no longer meet the daily reading needs of students.Many libraries began to realize the importance of e-reading.The current consideration is to meet the basic requirements of new readers.However, in the daily work of the library, the traditional way of reading and promotion is still used. The library does not fully study new media reading. The current use of new media reading can not meet the daily needs of students and can not improve the application effect of new media reading. Therefore, it is necessary to strengthen the application of new media reading in university libraries.

1.2 Reading promotion mode is relatively mon-otonous

Many people today are more familiar with the application of new media and begin to make extensive use of new media during the daily reading process. However, it will take some time to use new media as a reading medium.In the process of university library building, colleges and universities put forward higher requirements for library building because they belong to cultural focus or key areas.

1.3 The lack of strength in reading promotion

The important role of the library is to improve people's interest in learning. There are still many problems in the current work of the library. Some promotional activities organized by the library lacked innovation and could not improve people's interest in reading and need to continue to be improved. In today's society, college students are exposed to more new media, and they no longer favor traditional media reading. People are keen to read through new things. The use of new media by libraries can improve the quality of publicity. For example, using some social reading software for publicity can attract young people to better participate

in reading.In order to better play its role in library building, it is necessary to keep pace with the times, use more new media resources, and innovate model platforms to attract more readers.

1.4 Lack of certain resources in university libraries

In the process of reading promotion activities, university libraries need to provide sufficient resources. However, at present, many reading promotions are limited by resources and cannot be properly carried out: First, university libraries are non-profit organizations. Therefore, their funds are limited and they lack a certain amount of library resources, making it impossible to carry out more comprehensive reading and promotion activities. Second, in the process of carrying out reading and promotion, some library-related personnel are required to organize activities and maintain the order of the activities. However, due to the lack of manpower in the university library, it is impossible to hold large-scale reading and promotion activities.

2 Status of University Reading Promotion

Reading promotion is a research hotspot in domestic library science. In particular, the use of new media for reading and promotion is the focus of attention.For example, Song Zhenshi guides college libraries to better carry out WeChat services by studying the methods and contents of commercial operation of WeChat reading promotion.Gao Yu pointed out the problems existing in the promotion of reading by the college library through the WeChat official account, and proposed the methods and strategies for the construction of the WeChat public platform.He Xiumei proposed to construct a scientific Wechat reading and promotion operation mechanism, enrich the content and form of reading promotion, expand readers' fan base, and pay attention to the promotion effect evaluation.Lin Hui pointed out that college and university libraries can enhance the reading and promotion work of the WeChat public platform in terms of publicity, operation teams, push content quality, reading promotion activities themselves, and promotion effectiveness evaluation.Yang Guichun cited the fact that Guangxi University of Science and Technology Library published book reviews on the its campus WeChat public platform as an example to analyze the effectiveness of using campus public platforms to carry out reading and promotion activities. Tian Rong and Ye

Wei pointed out that university libraries can improve the dissemination of graphic and textual information by selecting appropriate types of WeChat public accounts, setting up regular push modules, and enhancing readers' interactive sharing.Sun Yuyan introduced the big data and the all-media into reading promotion aiming at the problems existing in reading promotion of university libraries, and put forward a quantitative and qualitative reading promotion evaluation mechanism. Chen Liang believes that college librarians in the digital age should base themselves on reading content and provide better reading services from professional reading, humanistic reading and leisure reading.Fei Shu elaborated the reading promotion mode of subject librarians in college libraries in the era of digital reading from the aspects of building a diversified digital reading promotion platform, embedded discipline consulting services, reader training, campus cultural activities, expanding public welfare services, and developing self-service. Yan Beini and Wang Dongfang pointed out that when developing digital reading promotion service strategies, university libraries should root in student service requirements, improve user information literacy, optimize digital resources, and guide students to improve their reading ability.Guo Wenling proposed to deepen the microblog reading recommendation service in college libraries.These researches put forward many college library reading promotion methods and evaluation mechanisms, but seldom to discuss from the reading behavior of college readers and reading promotion methods themselves. Based on collaborative filtering recommendation, this paper designs a new university library reading promotion method to improve reading accuracy, coverage and diversity.

3 Strategies for Promoting Reading Promotion Activities in University Libraries

3.1 Pay more attention to the needs of users

For university libraries, in the process of carrying out reading promotion activities, their main service targets are students and teachers. Therefore, in order to better promote the development of reading promotion activities, it is necessary to fully respect and satisfy the needs of users. To do this, the following measures can be taken: First, prior to carrying out reading and promotion activities, it is necessary to solicit opinions on the theme and form of the activities. On the one hand, it is possible to publicize the reading

promotion activities while fully understanding the needs of students and teachers, so as to make the start-up activities better meet the needs of students and teachers;Secondly, after reading promotion activities, teachers and students are required to provide corresponding opinions and suggestions on the activities, and organize related personnel to summarize these information so that they can fully understand the advantages and disadvantages of reading promotion activities and accumulate relevant experience for holding the next reading promotion event.

3.2 Constantly enrich the contents and forms of reading promotion activities

For many university libraries, reading promotion activities are held almost every year. If there is a lack of innovation in the contents and forms of the activities, teachers and students will not be able to better participate. Therefore, in the process of optimizing reading promotion activities in university libraries, it is necessary to constantly enrich the contents and forms of the activities. The following points can be achieved for this purpose: First, choose different topics for reading promotion. Topics need to be close to the current hot topics. At the same time, they are in line with the reading interests of students and teachers and can better engage students and teachers. Second, certain innovations shall be carried out in the form of reading promotion activities, such as organizing essay contests, famous lectures, or reading recommendations, and arrange reasonable reading content for students and teachers to further cultivate good reading habits.

3.3 Establish cooperation and sharing mechanism to promote reading promotion

The continuous development of reading promotion in university libraries should be based on a variety of network platforms to establish a multi-faceted, multi-level, multi-format reading promotion system. In recent years, cross-industry, cross-professional, and cross-regional co-construction and sharing systems have gradually matured, from interlibrary loan to document transfer, from joint cataloging to joint procurement and from resources to systems to personnel. Inter-library cooperation and resource sharing have been deeply rooted in people's minds, providing a good network platform for college library reading promotion, mainly in the following three aspects: The first is the cooperation between libraries and universities. The library and university departments jointly participate in book promotion strategies and organize implementation activities, such as school labor unions, propaganda departments, student affairs offices, scientific research offices, etc., to increase propaganda and expand the impact of promotion. The second is the collaboration between the libraries and the society. Libraries cooperate with social forces, such as libraries and the publishing industry, business circles, well-known entrepreneurs, and media, etc., to increase publicity and reporting, actively raise funds, and jointly create "national reading" book promotion activities to enhance overall quality and cultural conservation and work together to enhance the cultural atmosphere and build a harmonious society. The third is interlibrary cooperation. Through the establishment of regional or community cooperation alliances, advocate reading promotion activities.

With the help of platforms such as CALIS and CASHL, a one-stop service for reading, promotion, and mutual assistance can be established to conduct bibliography recommendation, book fairs, book reviews, competitions, essays, and speeches.

3.4 Establish reading promotion agencies to provide organizational protection

The development of book reading and promotion activities in colleges and universities is inseparable from organizational guarantees. Schools should set up a book promotion committee as a permanent institution to facilitate long-term macro instruction of reading and promotion, and promote the long-term and effective development of this work.Students' book promotion clubs and student book promotion teams shall be set up at various colleges and classes. The bibliographic promotion, book review, book guidance, book exhibition evaluation and other activities shall be organized throughout the year to give students active guidance and help and to promote the extensive and in-depth development of reading promotion.

3.5 Broaden reading and publicity channels and increase publicity

Each year, the "Reading Month" activities held by colleges and universities are reported and publicized through campus networks, journals, and bulletin boards, as well as using the mobile library's online promotion platform, mobile phone push platform, etc. The content is limited to lectures, essays, book reviews,

and exhibitions. With the rapid development of science and technology information, colleges and universities should use web2.0, and immediately open RSS, Tag, Blog, IM, SNS, and Podcast , Toolbar and other new network service platforms, expand publicity channels, expand publicity space, promote book reading, and achieve universal reading. Foreign American colleges and universities have been widely used in the interface of web2.0, and are proficient in using Facebook, Twitter, youtube and other social tools. Few domestic 985 colleges and universities use more than 5 types of web2.0, and 211 colleges and universities more use RSS and IM. Therefore, increasing the development of visual dialogue, knowledge co-creation, reading reviews, mobile phone reading and push, classic reading and communication, and opening up interactive community for college students have great room for the development of book reading and promotion in colleges and universities in China.

3.6 Creating thematic reading area

To create a theme reading area, it is necessary to determine a specific reading theme. The main body of the setting should attract readers' attention. For example, you can create reading areas for the main subjects of traditional festivals and major national conferences.Teachers recommend bibliography related to the subject and the library is responsible for mobilizing bibliography related to the subject.Based on reading themes, organize various essay activities and recommend various high-quality articles.University libraries can also establish cooperative relationships with local publishers, establish exhibitions of thematic books and magazines in university libraries, and establish areas for thematic reading. It is also possible to try to allow university societies to organize such activities. Libraries are responsible for the active implementation of cooperation.

3.7 Focus on multicultural groups

If the library wants to reflect its own core values, it must pay attention to the reading of disadvantaged groups. For example, the Harvard University Library in the United States focuses on disabled readers and continues to promote reading. The library provides a free and open reading environment. In the aspect of the configuration of the architectural design and service setting, the special nature of the disabled reader is fully taken into consideration, and special reading equipment

is provided for them, so that disabled readers can also enjoy the resources of the library. There are also some disadvantaged groups in China's university libraries, but since our country has not carried out reading promotion for vulnerable groups, it needs to attract the attention of university libraries in China.In addition, it is necessary to carry out reading promotion for multicultural groups, which can combine the interests of students and count the students of ethnic minorities in reading promotion activities. This can inspire minority students' interest in reading.In view of the relatively narrow reading of college students, college libraries need to promote reading for new students so that they can achieve reading promotion, attracting college freshmen to make full use of library resources, learn more new knowledge, and lay a solid foundation for future study.Creating brand activities of the library can make the library's reading promotion services continue to improve, and it will continue to promote the library's brand multiculturalism. Through various forms of activities and series of activities to meet the diverse cultural needs of college students, to develop multicultural services, attract different groups to the library to achieve cultural communication and exchange.

4 Reading Promotion Effect Evaluation

The evaluation of reading promotion in colleges and universities is mainly discussed from the aspects of reading promotion subject (library) and promotion target (reader).In terms of libraries, the evaluation indicators are the collection status and the library's emphasis on activities; In terms of readers, the evaluation indicators include breadth and depth of reader participation and reader satisfaction.When reflecting on college reading promotion and reading education activities, many scholars believe that university libraries need to configure and recommend literature from readers' interests and professional reading needs, provide personalized reading services, establish brand awareness, and pay attention to publicity;At the same time, libraries need to start from their own to enhance their reading promotion capabilities.

The reading promotion effect can be evaluated from both the perspectives of the library and readers. From the perspective of readers, reading promotion depends on whether readers are provided with timely access to the most interesting documents and information

resources or not.From the perspective of libraries, reading promotion depends on whether utilization of documents and information resources is improved. There are many evaluation indicators for reading promotion, and the evaluation methods for promotion algorithms in different application scenarios are not necessarily the same. First, the accuracy rate and coverage rate. The accuracy rate refers to whether the reading promotion has given the readers the most interested literature and information resources. The coverage rate refers to the breadth of the literature covered in the recommended results. The second is popularity and diversity. Popularity refers to the recommended literature with certain epidemic factors, but not all recommendations require a certain degree of popularity. Diversity refers to the type of literature in the recommendation results should be as much as possible. If the recommendation result is too single, the reader selection interval is smaller. The third is innovativeness. The reader is no longer content with the conventional result of the recommendation, and sometimes it is necessary to create some surprises in the recommendation results to improve readers' acceptance of the literature recommendation.

Comprehensively, this article argues that university libraries should actively use the ubiquitous network environment of multimedia, all-media, multi-platform, and multi-information to actively guide college students to conduct in-depth reading, classic reading, and in-depth reading thinking, and give full play to the advantages of library resources and network platforms.With the help of social and public service platforms and learning from the successful experience of social reading, the university has given full play to education and publicity functions to cultivate reading interest, improve cultural tastes, promote the essence of Chinese culture, and actively promote the continuous development of reading for all.

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