

The Public Library Reading Guidance Service in the New Media Era

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Abstract: A new media era, network affects all aspects of people's lives, including the way of reading. Nowadays, more of the people tend to read through the internet. This article starts from the change of the reading instruction service in the new media era, combining the characteristics of web-based reading guidance, here to discuss how to carry out reading instruction in the new media era.

Keywords: *new media era; reading guide; reading service*

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0 Introduction

“Reading guide,” refers to the people's reading to guide and guidance, let the reading people know what books to read, how to read. Inside the “general library science,” O.C. Qiu Ba Liang mentioned: The meaning of reading instruction is mainly shown in the library education, the specific point is to know the reader's preferences and personality, so through the way of publicity and advertising to let the reader be aware of the advertising books and then make choices and read them.

1 Changes in reading guidance services in the new media era

1.1 Expansion of the scope of services

Network due to its own technical characteristics, let people jump out of the field library reading space restrictions, a cross-spatial cross-region model for

reading. In the new media age, the people who walk into the library seem to be less but that doesn't mean that people's utilization of the library is low. Library collection of digital resources can be obtained from anywhere; this is a great extent for people's reading to provide a convenient place so that it does not have to run to the library for an information^[1-4]. In this sense, the scope of reading guidance is no longer confined to readers within the library, the guidance and service of network reading for the users of library digital resources should also be considered.

1.2 Diversification of service modes

New media era, the network creates a bridge between the library and reader, at the same time, it also opens up a new way for the readers to guide the library's reading guide. At present, the way to guide readers through the network is mainly static guidance and interactive guidance. Static introduction, mainly relying on the library website, blogger or we-chat public account, etc., publish bibliographic information and electronic resource information of library; readers can choose e-books and electronic periodicals according to their individual needs. Interactive introduction refers to the library of the guidance staff on-line (library forum, bar, QQ group, WeChat group, WeChat platform, etc.) with the reader to communicate and guidance. Compared with static guidance, interactive guidance can more accurately grasp readers' goals and provide readers with “accurate services”. At the same time, it will also strengthen the feelings between readers and libraries and enhance readers' satisfaction with the library.

1.3 “Enrichment” of the service content

In the new media era, the content of reading guidance is from simple to diversified. First of all, the

interconnection characteristics of the network make the resources in public libraries no longer confined not only to their own paper collections, electronic databases, handheld libraries, and virtual collections but also to the electronic resources of other regional libraries. At present, some libraries in our country have carried out friendly cooperation services with libraries in other countries of the world and have expanded the collection of information resources to a great extent. Not only that, many libraries have opened online reservations and renewal services for readers; at the same time, some public libraries have opened the docking service with the university card. It realizes the shared goal of sharing information resources and makes the readers make use of library resources more conveniently.

Second, the “social education” function of the public library determines the responsibility that the librarians should take. Library has a large number of professionals proficient in the field of knowledge, in the process of reading guidance services, libraries should give full play to the advantages of talent resources in the library, readers to read a reasonable guide, so as to maximize the effectiveness of the library. It should be emphasized that the public library has a special reader group, that is, how to help them to establish the correct view of reading, and to avoid indulging in the online game is also an important work for the reading guide staff.

2 Characteristics of the reading guidance service in the new media era

2.1 Speed

One of the most important characteristics of reading guidance based on the network is determined by the technical characteristics of the network, namely the speed. At present, almost all public libraries have their own websites, most of them have also opened micro-blog, WeChat, and so on, can communicate with readers in a timely manner, real-time solution to the reader in the process of using the library difficulties, Confusion.

2.2 Convenient

The network will not be subject to specific geographical and national boundaries, so the world has returned to the era of the blogosphere, the emergence of the term “global village” is a good interpretation of the phenomenon. The real library is no longer the only place where people find the answers to knowledge, and

the internet makes it easier for people to discover their knowledge.

2.3 Interaction

The reading guide itself is a service for communication between the staff and reader. Compared with the traditional face-to-head reading guidance, the reading guidance service based on the network can better realize the service of “one-to-many” and “many-to-many,” such as constructing an exchange group. At the same time, this kind of interactive communication can also avoid many problems: The network is a virtual world, people don’t usually communicate face to face through the internet, so in the face of conflict and contradiction, people can calm down to consider right and wrong, to self-reflection, reduce the probability of contradiction occurrence; in addition, through the network communication between the two sides is generally unfamiliar, in the face of a person who do not know, people are more willing to say their own problems and confusion, don’t be afraid to ask because you’re afraid others will know you’re “ignorant” in one way or another.

3 Strategies for reading guidance in the new media era

3.1 Attract readers to receive guidance psychologically

Reading is an activity of inner thinking, which belongs to individual activities. The library has a large number of readers, on the one hand, readers can build readership to explore and communicate with each other, to enhance the purpose of reading, on the other hand, it is important to note that given the age of the readers and the differences in the industry, there is a big difference in their preferences and interests, which, in turn, affects their reading behavior^[5-8]. In the network environment, according to individual’s thought, the interest and so on the characteristic, how attracts the reader, makes it accepts the reading instruction, we thought, first should consider from the library website construction Aspect.

3.1.1 Homepage construction should be beautiful and easy to distinguish

Library website domain name cannot be too complex, to be easy to be remembered, it is best to make the reader at a glance can distinguish is the library Website. At the same time, the website homepage name should

combine in English and Chinese, for the benefit of foreign readers. In addition, the Website should focus on esthetics, so that people look comfortable, and content to cover audio, video, image, and other forms, to attract readers to browse.

3.1.2 Column layout should be reasonable

The column design of the website must meet the individuality in order to satisfy the commonality, because the readers have common needs and hobbies, but each individual has its own emphasis, so it is necessary to take care of the whole and consider the individual. In general, we should solve the problem of generality before solving the problem of individuality. As in the first place where people focus on the opening hours of the library, the library's internal distribution map, and library use guide.

3.1.3 Operation should be simplified

One of the biggest reasons is that Google is used by people all over the world, and that it is easy to use and can be used by the general public, not just high-end people. Therefore, the design of the library website should be so, easy to understand and easy to use, can be widely recognized by the public.

3.1.4 Content should be novel

Times in rapid development, the speed of knowledge upgrading is also the case, therefore, the library to keep up with the pace of the times, it is necessary to constantly update and innovation. For the emerging hot information, should follow up in time, at the same time to provide readers with the corresponding discussion and exchange of places. In addition, we should continuously strengthen the digitization and modernization of collection resources.

3.2 Manage resources, do a good job of evaluating network resources

There are abundant resources in the network, but the quality is very different. Therefore, the library staff should correctly identify the resources in the network, take its essence to its dross, according to a certain selection principle, the selection of resources, processing, and finishing. In the era of no internet, one of the ways of library's reading instruction is to provide readers with recommendation books and special books; similarly, in the new media era, readers still need to read the book but from the paper into the electronic version. There are now many library pages with a reading guide column.

3.3 Enhance reading skills and provide an effective way of reading

Reading skills guidance and reading methods should be reflected in the library homepage navigation. The network has broken the reader's traditional linear reading; the reader will jump according to their own mind and implement non-linear reading; in this case, the reader is easy to fall into confusion, often cannot find the way back to the "road," and do not know the next "road." In view of the above phenomenon, it is necessary for the library to carry out effective reading guidance, so that readers can remember their goals and the "road" they have passed, and enhance the systemicity and effectiveness of reading.

3.4 Create a reader database, mastering readers' reading

With the development of web2.0, the "transmission" of information resources and the "subject" of information resources in the network are no longer purely active and passive relationships, but two-way interaction. Users can use resources or provide resources for others to use, thus the "subject" becomes a "pass" person. Under the effect of this special interactive relationship, many users have set up personal electronic resource system in the use of information resources, which provides a helping hand for the construction of the library. In view of the positive effect of the readers' extensive participation on the development of the library, the library can also involve the readers in the library management^[9-10]. For example, inviting the public to make recommendations for the construction and transformation of the library could please the experts and scholars to solve the problems in the library. The participation of readers has led to a benign interaction between librarians and readers. Fundamentally speaking, the improvement and perfection of the library should be carried out in the communication with readers and experts and scholars, understand the readers' ideas, listen to the experts' suggestions, make the library service more perfect and more humane.

3.5 Develop diverse, content-rich activities to promote reading guidance

To make the reading instruction better, the library can organize some novel and varied activities according to the interest of the readers, such as the 4.23 World Book Day special event, to carry out a book exchange, for the reader to recommend the

map, the holding of classical reading, and other activities. Another example is to hold a specific event at a particular festival: In commemoration of the victory of the Anti-Japanese War, to carry out online essay writing (say you and the Anti-Japanese War Story) or the Anti-Japanese War image remembrance commemoration activities, let people remember Chinese history, do not forget Beginner's mind; in the traditional Chinese festivals held special theme activities so that people deepen their understanding of Chinese traditional excellent culture, the completion of cultural heritage.

3.6 Strengthening the management of library reading guidance and improving the effectiveness

The main goal of reading instruction is to make people develop good reading habits and make reading a necessary way of life in people's lives, guide readers to comment on the books they have read, to open up the obstruction between readers and authors, to achieve universal reading, and to build a learning-oriented society. Reading guidance should not only be confined to people's reading guidance but also to the ultimate reading effect.

First of all, the library should pay attention to website visits. The library homepage should consider adding the visitor statistics function when designing. Since the number of clicks and visits of the library website shows people's affection to this library, through the long-time statistic and analysis of the same library website, we can grasp the change of the popularity of the library, which can provide the basis for improving the library work and service.

Second, we should pay attention to the statistics of real-time consultation. The library can carry out some real-time statistics, such as reference resources ranking, the statistics of the use of documents, the statistics of the bibliography, and the use of the library resources, and the effect of reading guidance.

Third, we should expand the online reader survey. The library can analyze the readers' reading needs

and reading motives, and the problems existing in the service, as the basis of improving and perfecting the library service through questionnaire survey.

4 Conclusion

The initial goal of the public library is to make books accessible to everyone, rather than to keep resources in the hands of a few. The realization of universal reading through the utilization of library resources is an effective and innovative way of knowledge popularization, which not only facilitates the improvement of people's knowledge but also improves and perfects the library, and realizes the value of the library. The most important thing for universal reading promotion is to implement the opening-up of the library, to have the restraint and control of the system, and to promote the realization of universal reading according to its own characteristics and service groups.

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