

Research on Digital Reading Micromedia Promotion in University Libraries in the New Media Age

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Abstract: The development of technology and the popularity of mobile terminals have brought people a more convenient life experience. Many smart apps are integrated into people's daily lives. This is especially evident in the changes in reading style. Traditional reading methods are gradually being replaced by digital reading. Under this trend, the reading mode of the university library in the traditional reading mode has also undergone major changes. This paper analyzes the current situation of digital reading and micro-media promotion in university libraries in the new media era, and puts forward corresponding suggestions to promote the progress of digital reading and micro-media promotion in university libraries.

1. Introduction

If university libraries should cater to the development direction of the new media era, they must be aware of the basic premise of digital reading[1]. They need to adjust the problems faced by the current development of university libraries, further promote and publicize micro-media, study the micro-media market in depth, and enrich digital books[2]. The library resources can provide students with personalized services, so that the library's digital reading management mode can be truly adjusted, and better promote the digital reading of micro-media in university libraries. This paper focuses on the research of micro-media promotion of digital reading in college libraries in the new media era.

2. Analysis of Digital Reading in University Libraries

New media actually refers to new products supported by new technologies for media functions and information carriers[3]. With the support of modern technology, new media technologies include e-magazines, networks, digital information, digital TV channels and more. These new media technologies can accelerate the dissemination of information and will have an important impact on people's lives, work and learning. In the new media era, people's concepts and concepts are changing, their living habits are changing, and reading styles have undergone tremendous changes[4]. The shift from early newspapers and magazines to existing e-books and books has greatly improved the limits of learning and reading. In recent years, digital reading methods have gradually become popular in colleges and universities, bringing great convenience to students. Digital libraries can provide digital information services to students. The biggest difference between digital libraries and traditional libraries is the function of digital information transmission and resource sharing. On this basis, student learning is no longer limited by time and place. Not only can you read the data at any time, but you can also mine data and query useful information resources from a vast repository of resources. In the context of new media, media technology to promote the use of micro, you first need to digital information technology as a medium, and then a comprehensive analysis of network data resources, real-time sharing and query resources. Digital model. In the context of new media, using data analysis and data mining functions, information in different regions and different databases can be peer-to-peer linked to provide timely information query services for network users. This is also to promote micromedia in the context of new media. The greatest feature.

With the upgrading and popularization of science and technology, modern technology has gradually been added to the resources construction of university libraries[5]. The resource

construction of university libraries has gradually become digital, that is, the use of Internet technology and computer technology for real-time data transmission and analysis, showing the phenomenon of digital transfer of knowledge. Digital library refers to the digital phenomenon of university library resource construction. Resource Information Database is also known as a digital reading. The digital reading of university libraries refers to the use of modern technology, including the application of multimedia technology, the application of new media technology, the application of micro-media technology, etc., through the transmission and sharing of data, to enhance openness. Library data information, changing the uniformity and repeatability of traditional models. Through the rational introduction of digital technology, the resources of university libraries are gradually digitized, such as searching for data in the form of keywords or keywords, or searching for information in a large database in the form of simple symbols or codes. Time and energy provide a convenient condition for college students to study. In the overall analysis, the digital phenomenon first needs to use digital technology as support, and then inductively archive in the form of database information. College students cannot be limited by the time and place within the scope of digital reading, which broadens the use of university libraries.

3. Constraints on the Promotion of Digital Reading in University Libraries

Table 1 Analysis of College Students' Expectation of Digital Reading Service in Library

If the library provides free e-book lending, will you read it?		
Options	N	%
Will	282	74.60%
will not	96	25.40%
total	378	100%
Has the school library conducted digital reading promotion activities?		
Options	N	%
Yes	192	50.79%
No	142	37.56%
do not know	44	11.64%
total	378	100%
Does the library provide a convenient digital reading channel?		
Options	N	%
Have	182	48.14%
No	62	32.80%
do not know	134	35.44%
total	378	100%
If the library provides a convenient digital reading channel, would you like to try it?		
Options	N	%
willing	312	82.54%
Unwilling	22	5.82%
not interested	44	11.64%
total	378	100%
Which digital reading promotion method do you most expect? (multiple choice)		
Options	N	%
Weibo, WeChat tweet	262	69.31%
E-book free lending event	230	60.85%
Teacher public video	168	44.44%
Novel digital reading promotion	166	43.92%
Movie appreciation	212	56.08%
other	32	8.47%

Table 1 aims to understand the understanding of the improvement of digital literacy of college students and the direction of digital reading of college students. Most of the students in the survey are willing to test the digital literacy resources provided by the library, ready to reach 82.54%. In the current study, it can be concluded that the ratio of college students' facilities to digital resources provided by the library is 48.14%, and the library still needs to work hard to provide students with lighter digital readings. Similarly, the most popular method Based on the fine-tuning tweet activities and WeChat (69.31%) and e-book free activities (60.85%), based on the survey results, we summarized the limitations of digital reading promotion in university libraries.

3.1. Traditional paper reading habits

According to the survey of college students, digital reading, most students still prefer to read the paper path, regardless of the cost of reading content and the importance of terminology, as the reading paper report reached 60.32%, still the traditional form of reading students read the usual direction, through Reading the links from elementary school to university, the way it grows, the text file is the source of knowledge we can't do without it, it seems to be just a real open book reading. Digital reading is still changing our reading and learning methods, and is full of teaching students and teachers[6]. Digital reading is also a place where value is valued. Research has found that most students prefer to read on paper in non-exclusive digital reading, environmental impact. Reading and the use of digital students in universities, the traditional reading concept is deeply rooted, the true value of reading content should be presented in paper form, truly meet the needs of students, repeat chewing and waste, read appropriate books at any time, transfer convenience, college students are more open new things People want students to accept digital reading. Digital reading should highlight the characteristics and useful aspects of students. We don't need to change the traditional reading concept of college students, but seek the development of digital reading direction. Therefore, traditional reading digital symbiosis reading methods complement each other. This is a long way to go to promote more digital reading.

3.2. Undergraduates' personal reading literacy

University Libraries carry out innovative activities to enhance digital literacy. If students do not have the ability to use digital resources, even the best promotional activities will not achieve good results[7]. The digital literacy of the new media era is no longer limited to reading simple words and forms. Digital reading in the new media era combines text, images, sounds and human touch. College students' digital reading takes advantage of all of the sensory and cognitive experiences of students and requires college students to master the most complex reading skills. By reading and writing, most college students can only use digital educational resources through simple search methods[8].

3.3. Lack of dedicated reading promotion team

Good reading promotion requires the library to invest a lot of human and material resources. Many undergraduate libraries lack specialized reading and promotion departments[9]. The lack of reading and promotion teams makes reading promotion less than ideal for many university library reading promotions. It is carried out by the decentralized departments under temporary cooperation, making it difficult to conduct preliminary investigations and information accumulation. Promotional effects obtained after promoting reading promotion activities should also be investigated. Promotional effect evaluation is a more effective premise for reading promotion activities. At present, the promotion of digital readers requires employees to use new technologies to monitor the promotion effect reading. A dedicated team must be established to read and promote the university library.

3.4. Librarian service quality needs to be improved

The study found that in addition to the lack of hardware services, many undergraduate libraries should improve their network information management services. Compared with the network environment outside the library, the library's network environment has been greatly improved. Garbage and bad information are difficult to present to electronic library devices, but other areas within the campus network are difficult to manage network information, except for electronic school

reading devices. If the quality of employees or digital reading through library reading equipment requires further improvement of the university library, how to enjoy a better electronic reading environment while waiting for further library management[10].

4. Ways to Promote Digital Reading Micromedia in University Libraries

4.1. New way to read

Based on the information flow, the university library can provide more inclusive services through various social media platforms such as QQ, Weibo and WeChat. College students can read according to their own preferences at any time and place. Their personal reading is more in line with the students' living habits. The library can also create social groups based on the interests of different students, including college students with the same reading interests, providing communication platforms and library staff. At the same time, according to the needs of the students, the function of the group can be improved, and the corresponding reading information can be provided for the students, so that the students can first view the latest reading information, thereby gaining more experience.

4.2. Vigorously carry out promotional activities

Make full use of the resources of the university library, properly use the social media platform, postpone the latest book information of college students, increase the use of bookshelves, and increase the popularity of books to attract more people from the region to read[11]. In addition, we can use many different university activities to promote the library during the event, or invite socially recognized people to participate in activities and strengthen publicity to achieve the basic goal of promotion.

4.3. Providing human services

Compared with new media reading, micro-media reading pays more attention to the humanized reading experience and provides more reading opportunities for people. In short, new media reading can provide people with a free, always lit and enjoyable reading experience, while reading micromedia can provide a personalized and personalized reading experience. Undergraduate libraries are likely to take advantage of reading micromedia to drive information that best fits the student's personality at school. At the same time, it can rely on the media platform to survey students and receive feedback from students. Undergraduate students can conduct appropriate consultations according to their own needs, and carry out intelligent and artificial services to help college students filter books. Based on the survey results and student feedback, the university library can create a personalized library for students and recommend students based on their preferences. At the same time, two-way interaction with students through the multimedia platform increases student participation.

4.4. Optimizing service mode

Compared with new media, micro-media reading is a more innovative way of reading[12]. It is more in line with the reader's personality, more immediate, efficient, and more plastic. Based on this, the promotion of micro-media in university libraries needs to be carefully designed, constructing diversified modules, highlighting the basic concepts and characteristics of the library platform, and setting up a feedback column to immediately analyze the problems arising from the platform based on the feedback information. optimization. University libraries can actively organize various types of interactions, and assign relevant responsible personnel of various departments according to different activities and content to ensure that the activities can achieve the best results. At the same time, the library resources are effectively utilized, and innovation is continuously carried out to meet the different needs of different college student groups with the highest quality service areas, and to enhance the practicability and popularity of university libraries.

5. Conclusion

In summary, with the continuous development of information technology, libraries will rely more on network systems. Under the influence of new media, the emergence of various new things has promoted the reform of reading patterns and their respective innovations. Service mode. The digital micro-media promotion service of the university library can provide users with high-quality humanized services. With the advent of the new media era, more and more university libraries can use information technology to maximize the special advantages of digital library resources, and provide more personalized and differentiated services for more users.

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