

Research on Innovation of Reading Promotion Service in University Libraries

Hailan Liu

Weifang University Library, Weifang 261061, China

sdwfliuhl@163.com

Keywords: Universities; Libraries; Reading Promotion.

Abstract: Based on the analysis of classical reading environment and readers' reading psychology, this paper puts forward new ideas. University libraries should constantly innovate service forms and enrich service content based on library collection resources, combine the reading interests and reading methods of college students' readers, cultivate good reading habits of college students through creative activities, and effectively improve their own reading promotion service effect and level.

1. Necessity of Reading Promotion Service in University Library

1.1 Improving College Students' Reading Ability

The exam-oriented education of improving college students' reading ability makes college students have insufficient spare time to read. The school cultivates students' learning habits rather than reading habits. In addition, the impact of recreational and entertaining fast food reading and shallow and fragmented micro-reading in recent years has led to a downward trend in college students' reading quality and reading ability [1]. The impact of new technology on reading makes college students have many difficulties in reading, such as not choosing books and over-reliance on the Internet. The accessibility of network information makes university libraries gradually become an indispensable intermediary between database merchants and their users and a learning "space" only for college students to choose. University libraries also pay little attention to the research and practice of reading promotion because of their special readership group and special library conditions, resulting in a serious loss of readers.

1.2 Promoting the Status of University Libraries

Many university libraries are classified as teaching and assistant departments of the school, which are not valued by the school or even placed in an indispensable position, and the overall position is marginalized. Faced with such a situation, university libraries should take reading promotion activities as a breakthrough point, strengthen contacts with schools, departments and relevant functional departments, establish cooperation mechanisms with publishers, companies, media and social institutions, serve the teaching and scientific research activities of schools in an all-round way, vigorously promote college students' reading activities, enhance their comprehensive abilities and create a strong campus reading atmosphere. Encircle, make the library become the main position of building campus culture, enhance the overall status of the library [3].

1.3 Adapt to the Future Development Trend of University Library

With the development of information technology, the simple loan and repayment work of University Libraries in the past can not meet the needs of their business development. In the future, libraries must improve their service quality and service ability. Through all-round and diversified work, libraries should build themselves into a collection of information resources, exhibition halls, museums, concert halls, cultural forums, film and television viewing halls, and academic exchanges. "Fusion Development Library" or "Comprehensive Development Library". This "integration trend" or "comprehensive development trend" is mainly achieved through reading promotion.

2. The Present Situation of Reading Promotion in University Libraries

2.1 Insufficient innovation

At present, the reading promotion activities carried out by University Libraries in China usually invite leaders or celebrities to speak, followed by dance performances, award ceremony and news reports at the end of the activities. The content of the activities is more uniform, mainly in the form of lectures by famous experts, prize-winning knowledge contests for reading, selection of excellent readers, book drifting, book donation, reading salon, exhibition of fine books, appreciation of famous works, film and television, reading of famous articles, reading debates, etc. The contents are monotonous, lack of innovation, and lack of unique reading promotion brands.

2.2 Lack of activity evaluation index system, the effect of reading promotion needs to be improved.

Before carrying out the activities, University Libraries did not fully investigate the reading interest, reading habits and reading needs of college students' readers, nor did they pay attention to understanding and grasping the readers' feedback information after the activities. For the readers' willingness to read, how much improvement in reading ability? Readers' arrival rate, borrowing rate and interest in reading have increased? What activities are willing to be accepted and warmly responded to by readers need to continue to adhere to, and which activities are ineffective, low influence needs to be improved or even cancelled, and no answer has been sought.

University libraries should clearly define the goal of reading promotion, and carry out various activities should focus on cultivating students' good reading habits, giving full play to their role in serving school teaching and scientific research, personnel training, cultural inheritance and innovation, supplemented by satisfying the leisure and recreation of college students' readers, and not only pay attention to whether the number of readers is large, the scale of activities and the field of activities. Whether the face is spectacular, whether the social response is warm, etc. [5].

2.3 No promotion posts have been established.

At present, the reading promotion activities of university libraries are basically published on the campus network, library network, Weixin, Weibo and other platforms before the World Reading Day on April 23 each year. Then, the top-down publicity and mobilization are carried out at different levels. The libraries also draw up temporary groups of staff to make the libraries make a surprise effort to deal with the reading promotion workers. As a result, reading promotion has become a festival project and image project, rather than a regular and long-term basic library service. At the same time, there are no reading promotion posts in the library. The librarians participating in reading promotion activities are different every year. The experience of reading promotion activities has not been systematically summarized, which seriously affects the effect of reading promotion activities [6].

2.4 Lack of Reading Promotion Theory

Reading promotion activities in university libraries are a kind of specialized service. The design of reading promotion projects in foreign libraries, as well as the selection of reading promotion programs in public libraries and reading rooms of University libraries, all have the support of reading promotion research theory. But in the field of practice of reading promotion in University Libraries in China, reading promotion activities are mainly carried out by the librarians' feelings. The effect of the activities depends entirely on the librarians' feelings and lacks the corresponding theoretical support for reading promotion.

3. Innovation of Reading Promotion Service in University Libraries

3.1 Developing Creative Reading

Good reading promotion activities need good creativity. University libraries should make more efforts in the innovation of service content and form, draw on the promotion methods and cases of

other libraries, find newer, better and more attractive ideas, and create their own unique brand of reading promotion. For example, the "book face" carried out by the library of Peking University and the "real person library" carried out by the library of Nanjing Normal University have their own characteristics.

3.2 Implementing New Media Reading and Using Big Data to Promote Reading

According to the 13th National Reading Survey published by China Press and Publishing Research Institute in 2016, 87.4% of the people read through Wechat, and most of the university students also know the contents of library reading promotion activities through Wechat platform. The number and influence of Wechat reading is higher, the content of communication is more direct, and the effect of stimulating readers' reading habits is more prominent. University libraries should lead students' reading horizons to mobile phone reading and electronic reading, especially to increase the promotion of Wechat reading. At the same time, libraries should rely on big data for technical support to obtain valuable information, rely on big data to better lock in service objectives, carry out accurate services and publicity and promotion services. Such as: purchasing books more in line with the needs of readers, precisely pushing the information required by readers.

3.3 Developing Collection-based Reading

All kinds of exhibitions, good book recommendation, new book recommendation, reading salon and other activities held by university libraries should be related to the library collection, so as to better improve the circulation rate and utilization rate of the library collection [5]. Libraries should recommend their collections through accurate reader surveys in combination with teaching, scientific research and subject construction. For example, to select the books with the highest borrowing rate and those that have never been borrowed from the library, and to exhibit them on the theme of "the most sought-after books" and "books that nobody has borrowed", can better stimulate the readers' desire to challenge and improve the borrowing rate of books.

3.4 Holiday Reading and Classic Reading

College libraries should make surveys and statistics on the current situation of college students' holidays, the feasibility of reading development, the students' interest in holiday reading in different grades, the evaluation of holiday reading activities and the types of books they are interested in. According to the survey results, they should compile "Guiding students' readers to carry out borrowing guidance, and make use of e-mail, short messages, micro-blog and micro-mail to college students' readers." Provide holiday reading guidance, actively advocate and encourage college students to use the holidays and winter and summer vacation time to read, and promote them to develop good reading habits [6]. University libraries can create classical reading space according to the actual situation of their libraries and provide places for classical reading. Such as: creating a classical reading room that can "listen" to provide classical works of music masters at home and abroad, including classical music, symphony, folk music, etc. to carry out thematic activities of classical works, such as: holding reading activities of Nobel Prize-winning works, reading activities of four famous works, exhibition of good books of ancient books, etc. can also hold classical reading lectures, classical book exhibitions or salons. Various forms of reader activities, vigorously advocate classical reading.

3.5 Create a Book Review Column

Open up a book review column with the library's characteristics or establish a Book Review database that can display the library's collection characteristics on the library website or the library's internal journals, establish a library book review society (Reader's Book Review Meeting), regularly launch a series of book review articles, recommend new books and good books to readers, and optimize reader services.

3.6 Establishment of specialized agencies

To set up specialized institutions, university libraries should set up an expert committee on

reading promotion at the school level, which is responsible for coordinating, planning and guiding the work of reading promotion in the whole school. The expert committee evaluates the effect of this year's reading promotion activities. The evaluation indexes include the participation degree of readers, the satisfaction degree of readers, the service level of libraries, the reading environment and so on. The evaluation reports are formed to provide reference for the next year's reading promotion activities. At the library level, a reading promotion department similar to the "reading center" should be established, with special posts for reading promotion, and special personnel responsible for the specific implementation of the reading promotion activities, and a long-term reading mechanism should be established. At the same time, students should be encouraged to set up reading clubs and reading societies themselves to improve the reader's stickiness.

References

- [1] Zheng Hongjing. Holiday Reading: Research on Reading Promotion in University Libraries Based on College Students' Questionnaire Survey [J]. Library Forum, 2013 (1): 152-155.
- [2] Zhang Xuejun. On Classic Reading of College Students [J]. Library Forum, 2009, (5): 31-33
- [3] Wei Xiujuan. Collaborative Innovation: A New Form of Collaborative Sharing of Reading Promotion in University Libraries: A Review of the Tenth Anniversary of Reading Promotion by Henan University Graphics Committee [J]. Journal of University Library, 2014 (2): 44-49.
- [4] Wu Sheng. Reading Promotion: Library's Vocation and Mission [N]. Library Newspaper, 2013-08-09 (B06).
- [5] Wang Bo. Definitions of Reading Promotion and Library Reading Promotion: How to Understand and Learn Library Fashion Reading Promotion Cases [J]. Library Forum, 2015 (10): 1-7.
- [6] Guo Haiming. Library Space Service under the Concept of Resource Sharing [J]. Library Theory and Practice, 2011 (7): 1-4