

Research on the Reading Promotion Mode of University Library Based on Readers' Needs

Li Zhong

Library of South China University of Technology, Guangzhou, Guangdong, 510641, China

Keywords: University Libraries, Reading Promotion, Model Research

Abstract: It is the Premise for University Libraries to Attract Readers to Participate in Reading Promotion Activities by Using Appropriate Promotion Modes. Based on the Traditional Reading Promotion Mode of University Libraries, This Paper Introduces a New Reading Promotion Mode. in View of the Research Topic, This Paper Reviews the Relevant Literature At Home and Abroad by Using the Methods of Comparative Research, Literature Research and Network Research to Understand the Direction and Current Situation of This Research Field. through Combing the Reading Promotion Theory and the Traditional Reading Promotion Mode, the Disadvantages of the Traditional Mode Are Summarized. So as to Sum Up the New Mode, and At the Same Time to Analyze the Construction of the New Mode in Detail, to Realize the Operation of the New Mode.

1. Introduction

In the 1980s, domestic reading promotion activities gradually rose. By the mid-1990s, the “Knowledge Project” project was first implemented jointly by the Central Propaganda Department and the Ministry of Education, with the aim of advocating “reading for all and building a reading society”. Since 2004, the position of domestic reading promotion activities has gradually changed to a library. In 2006, reading day was combined with national reading for the first time. In 2009, a national reading activity experience exchange and sharing meeting was held to further deepen the influence of national reading activities.

The paper on the reading promotion mode of university libraries can reflect to some extent the research heat and level of the reading promotion mode of university libraries in the industry. By analyzing the papers published on this topic, we can draw certain research rules. Domestic research on university libraries mainly focuses on three aspects: how to carry out new reading promotion activities in the period of network new media, how to explore the reading promotion modes or strategies of university libraries, and how to evaluate the reading promotion activities or modes of university libraries [1].

In the new media era, the development of reading promotion activities in domestic university libraries focuses on this social media platform and digital reading.

(1) Social platforms in the new media era are the main research content. Based on WeChat platform, the library reading promotion in higher vocational colleges should strengthen the establishment of evaluation mechanism, strive to expand the online reading promotion function, equip sufficient operators, follow closely the students' thinking and preferences, and thus effectively improve the click rate.

(2) As an important means of reading promotion in the new media era, digital reading has been analyzed and studied by many scholars. Librarians also play an important role in the library. In the digital reading era, librarians should actively cooperate with the library to build a diversified digital platform and at the same time improve their service quality. Library marketing is a popular trend in international library exchanges. Domestic university libraries should carry out marketing according to their collection resources to improve the competitiveness of libraries. The discussion of reading promotion modes or strategies in domestic university libraries mainly focuses on promotion modes, service modes and other modes.

2. Research on Reading Promotion Mode

2.1 Definition of Reading Promotion Mode

The reading promotion mode is the basic operation standard adopted by university libraries in carrying out reading promotion activities. If there is no mature explanation for the reading promotion mode, the reading promotion activities will be in a stage of lack of organization and old-fashioned activities for a long time, and it is difficult for the reading promotion activities to embark on an orderly and novel scientific development path. The reading promotion mode is mainly used as a process specification for promoting reading activities that are beneficial to individuals or organizations. Through this type of process, the reading promotion activity organization is more standardized and has a positive significance for the development of reading activities [2]. The university library reading promotion activity model mainly relies on standardized processes and extensive publicity to improve students' reading interest, rely on comfortable space and good atmosphere to help students develop reading habits, and rely on rich collections to expand readers' reading effects.

2.2 The Relationship between University Library Service and Reading Promotion Mode and the Target Population

There are many types of reading promotion services in university libraries, and students and faculty can be unified in most reading promotion activities. However, through the statistics of the library integrated system, it can be found that the needs of students and faculty for reading promotion are different in one respect.

(1) college students. When university libraries carry out reading promotion activities, the information they extract is mainly students' borrowing history, and less attention is paid to teaching staff. Even if university libraries actively carry out student-based reading promotion activities, it is still difficult for them to make better use of the library. The reading promotion service for this target group should capture their reading habits, help them to use the library more efficiently and improve their reading quality. The new model proposed in this paper is also based on students as the main body to promote the development of college students' reading promotion activities.

(2) teaching staff. There are few reading promotion activities based on the needs of teaching staff alone. When university libraries use the traditional mode to carry out reading promotion activities, students are the main body, teaching staff are the subsidiary, and less attention is paid to their reading needs. Facing this target group, colleges and universities should take the initiative to pay attention to their needs, actively recommend relevant subject works, guide teaching staff to have a thorough understanding of the subject content, and promote the subject construction.

2.3 Factors Affecting the Service and Reading Promotion Mode of University Libraries

(1) Collection resources

University libraries are divided into different levels based on the size of the school, and the development of university libraries is relatively uneven based on the geographical location of the school. However, as a university library, its collection resources have the same structure and rich literature resources. In order to improve library services and provide multiple modes for reading promotion, in the construction of collection resources resources, the library should, based on the requirements of readers, contact the discipline construction of colleges and universities so as to construct a scientific, reasonable and all-round collection resources resource system, which provides effective guarantee for the selection of reading promotion modes and the development of reading promotion activities [3].

(2) Technical service

When selecting topics for reading promotion activities, university libraries will choose new or more advanced scientific and technological achievements as promotion topics based on the young mentality of student readers. Therefore, technical service also has great influence on the choice of reading promotion mode. University libraries should also pay attention to the development of new technologies, such as VR and artificial intelligence, while carrying out daily technological updates.

University libraries should combine this technology with the daily development of libraries to promote the development of reading promotion activities.

(3) Librarian quality

Although reading promotion has become an important part of library work, most university libraries do not attach importance to reading promotion as an independent work. Most of the librarians in university libraries who carry out reading promotion work are only temporarily recruited and have not formed a special organization or have professional reading promoters under their jurisdiction. Part-time librarians have conflicts with their own work while carrying out reading promotion activities, which makes it difficult for them to persist in the activities for a long time. University librarians themselves have problems such as less reading volume [4].

2.4 Reading Characteristics and Influencing Factors of College Students

2.4.1 Reading Characteristics

(1) Mobile reading mode replaces traditional reading mode

Nowadays, the development of new media is rapid. Mobile reading devices such as mobile phones have covered all college students. Traditional reading methods are getting worse and worse. There are more than 800 million netizens in our country. From this data, it can be seen that more college students choose to read on the move, ignoring traditional reading methods such as reading in the library. Obviously, the fast and convenient mobile reading method is more popular with students.

(2) Reading in order to achieve the goal but ignoring the reading quality

In order to improve the reading quantity of students, domestic universities distribute bibliographic reading to students as a hard index, which makes students unable to feel the intrinsic charm of books under the double pressure of theoretical teaching and practical teaching, but struggling to complete the task. Although this reading method, which regards reading as a hard index, will increase students' reading quantity for a period of time, it is difficult to ensure students' reading quality.

(3) Reading is not professional

College students enter the library for traditional paper reading or mobile reading such as cell phones. Its main focus is entertainment information such as stars, delicacies and movies. It pays little or no attention to information or data in its professional field. This feature also makes the library encounter great resistance when promoting reading in professional fields.

2.4.2 Factors Affecting College Students' Reading

(1) the differences in students' information literacy

Students have little contact with the library in high school and are extremely unfamiliar with the information inquiry system peculiar to the library. Faced with a network environment full of various good and bad contents, students cannot accurately find out useful information without any education in the library.

(2) the difference of cognition to the library

Today's college students spend most of their spare time on mobile phones and other electronic devices, and their cognition of university libraries has not changed correspondingly. The library lacks the service consciousness to the university freshman, and is not very clear about the library function change.

(3) language barrier

Nowadays, the network is developing rapidly. Most of the latest and hottest information obtained from the network is in English. If you need to read, you need to have a high level of English. The English level of college students is relatively limited, and their listening and reading abilities are relatively weak, which has become an obstacle for college students to learn information from the network.

3. Types of Reading Promotion Models

3.1 Expert Promotion

In the expert promotion mode, experts serve as channels in the mode, and university libraries serve as promoters to promote users such as students. This model is mainly based on experts' lectures in various aspects, supplemented by students' participation. Famous experts guide students how to read correctly or explain and introduce the library's information resources so as to improve students' reading interest.

3.2 Platform Promotion

Platform Promotion This mode uses the platform as a channel for reading promotion. This type of mode is the most commonly used mode in university libraries. As promoters, colleges and universities promote the contents that need to be promoted by building a good platform, or by building an activity platform to promote reading promotion, which helps to create a good atmosphere on campus and improve readers' reading interest. At the same time, more and more college libraries also brand them as unique brands.

3.3 Network Promotion

The mode of online promotion is more acceptable to student readers. Now, in the new media era, universities are promoting more social media based on WeChat and microblog, which will influence students' reading imperceptibly. The model uses network media as a channel to better penetrate into the life of students and readers. At present, many university libraries have opened WeChat public platform. Readers can master new books recommended by the library and provide book reviews through WeChat public platform of university libraries so that readers can actively communicate. Social media platform is now the most popular platform for students. University libraries should use its influence to carry out reading promotion activities.

4. Problems Existing in the Traditional Reading Promotion Mode of University Libraries

(1) the promotion mode is the same and the service lacks innovation

When university libraries carry out reading promotion activities, there is less innovation in promotion services. The main service objects of reading promotion in university libraries are students and teachers, for which there are few specialized services and the form is single. Nowadays, university libraries have not complied with the change of college students' reading habits and still encounter many problems when actively using new media for service. On the recommendation of network media, university libraries cannot actively use the popular ways of campus TV stations, library official platforms, mobile libraries and other students, which is a big problem in the reading promotion activities in universities [5].

(2) Lack of interest among readers

The main reason why the reading promotion activities in university libraries cannot be carried out smoothly is the lack of interest of readers. At the beginning of the activity, there was a lack of overall planning, copying the successful reading promotion cases and ignoring the library resources of our school. At the same time, the activity does not take readers into consideration and lacks investigation of readers' needs. In the process of the activity, there is no interaction between readers and deep communication is impossible. After the activity ended, the evaluation system for reading promotion activity was not perfect enough, and there was no follow-up investigation on whether the activity reached the expected results. The most important part of reading promotion activities in university libraries is the investigation of readers' interests. Through the investigation, reading promotion is carried out for readers of different grades and interests, so as to improve the influence of reading promotion activities.

(3) Lack of management of promotion activities

When university libraries recommend and guide students in reading, the scarcity of professional

readers also leads to difficulties in promoting reading promotion activities in university libraries. Therefore, university libraries should be professional in management. There are also a few reading promotion committees set up by university libraries that are not integrated with the university students and do not have a thorough understanding of their interests, hobbies, reading psychology, etc. A series of reading promotion strategies based on the needs of students' readers have not shown good results. At the same time, the Reading Promotion Committee did not cooperate well with other departments of the school, and the resources and advantages of the school were not properly utilized.

(4) Lack of brand effect

At present, most of the reading promotion activities carried out by domestic university libraries each year focus on "Reading Festival", "Reading Month" activities, book rafting, real person libraries, "recognition of reading talents", book exhibitions, recommendation of good books, essay competition, reading aloud, photography competition and database lectures. Libraries have also opened mobile libraries, WeChat, microblogs and other media to push information to readers. However, it is obvious that new media and new technologies are not applied enough, activities lack innovation, and they have not formed their own brands.

5. Construction of Personalized Interactive Reading Promotion Mode Based on Readers' Needs

5.1 Survey of Reader Needs

(1) Acquisition of Readers' Needs

The reader's needs are the reader's preferences, which can be calculated from the library's integrated management system, WeChat platform and questionnaire survey. Through the library's integrated management system, readers' borrowing and utilization of books can be counted. Based on the statistics, the borrowing situation of books in each year can be obtained, so as to analyze readers' needs more accurately. For example, South China University of Technology published a statistical analysis of the data on reading and borrowing in 2018, and obtained a list of books liked by students of various departments and grades.

(2) Classification of Readers' Needs

In the process of establishing personalized reading promotion services, the main observation points of university libraries are student readers and other readers. The work contents of various reading promotion services should be reasonably set up according to the needs of student readers and other readers, and the quality of work service should be actively improved. The individuation mentioned in this article is mainly based on the individuation of students and faculty groups. Through classification, the needs of students of different majors, grades and genders are analyzed. While other readers are divided into teaching staff and temporary workers, which are analyzed through their borrowing history and other activities.

5.2 The Development of Library Reading Promotion Activities

(1) Activity topic selection

It is more important to investigate the early stage of reading promotion service in university libraries. If we only imitate the successful cases of other colleges and universities and do not combine with the specific conditions of our school, we will not only fail to achieve the application effect, but also cause waste in all aspects. Therefore, the survey of readers' needs is the most important link before reading promotion activities are carried out. However, after determining the needs of readers, library collection resources resources also have a greater impact on the selection of topics. The library needs to combine the reader's needs with the collection resources resources and select the theme from many aspects so as to plan a unique theme.

(2) Carry out activities

The library reading promotion activities based on the personalized interactive reading promotion mode for readers' needs are mainly divided into four parts: watching, listening, speaking and doing. Student associations also play an important role in reading promotion activities. University libraries

can combine with student associations to investigate and study the reading interests and reading habits of students in school, thus summarizing excellent reading promotion programs. At the same time of library activities, in order to make readers have a better experience, the internal construction of the library should be more in line with the requirements of readers. Judging from the current reading habits of the general public, especially college students, most readers focus on the independence of reading space, and can consider developing individual learning space and cooperative learning space, despite the different purposes of use.

5.3 Characteristics of Personalized Interactive Reading Promotion Mode Based on Readers' Needs

(1) Based on the needs of readers

The personalized interactive reading promotion mode based on readers' needs fully takes into account the needs of students and teachers' readers in the preliminary preparation. Compared with the traditional reading mode, the mode is relatively simple, the reading process is relatively private, does not pay attention to the needs of readers, and the participation degree is relatively low. In the process of personalized interactive reading, university libraries need readers' participation most. In the early stage of the activity, readers' needs will be summarized to better serve the activity.

(2) the promotion of multiple carriers

Freshmen can't adapt well to the service brought by the library when they enter and leave the university. Therefore, while actively training freshmen to enter the library, university libraries should also use freshmen's psychology of relying on the network to strengthen the recommendation of digital reading. The traditional reading carrier is usually paper, such as newspapers, books and other publications, thus forming a single reading form. Based on this reading form, the traditional reading form is difficult to arouse readers' interest in reading. In contrast, interactive reading is different.

(3) innovative ways of promotion

The orderly implementation of reading promotion activities in university libraries depends on the use of new reading promotion channels. The promotion of personalized reading focuses on the needs and interests of readers. As the pace of people's life continues to accelerate, fragmented reading has become a common way of reading for contemporary young people. The widespread use of social media such as microblog and Wechat in contemporary college students also promotes the use of these new social media by university libraries for information dissemination.

(4) innovative forms of promotion

Compared with the traditional reading promotion mode, personalized interactive reading promotion mode based on reader needs pays more attention to reader participation and interaction between readers. The traditional reading promotion mode only pays attention to the promotion of books and the like when the activity is carried out, but does not pay attention to the degree of participation and interaction of readers.

(5) Innovative promotion mechanism

In order to expand the scale and influence of reading promotion activities, university libraries should actively cooperate with various departments within the school or local public libraries to carry out activities. University libraries should use professional reading promotion talents to form professional reading promotion teams or associations to carry out activities. Reading promotion talents, as the core team of reading promotion activities in university libraries, should learn together with reading promotion experts in public libraries to make the impact of reading promotion activities in university libraries more profound.

6. Conclusion

Nowadays, in the network era, the number of domestic university libraries entering the library is continuously decreasing. There are some problems in reading promotion, such as the same promotion mode, lack of innovation in service mode, lack of interest from readers, lack of own brand, etc. How to better understand the needs of readers, how to use the new model to carry out

reading promotion activities, and how to jointly promote with local public libraries or non-governmental organizations. These problems have become a variety of challenges for university libraries to carry out reading promotion activities. Reading promotion activity is an important practice and application project of university library, which plays an important role in improving readers' interest, making the library closer to readers, and improving the communication and interaction between the library and readers. As an important document information center, under the background of the construction of “double first-class” universities, university libraries should play their role as think tanks and carry out innovative service modes to better serve the “teaching”, “learning” and “research” of universities.

Acknowledgement

The joint discipline construction project of the 12th Five-Year Plan for Philosophy and Social Sciences of Guangdong Province in 2015, “Study on the Impact of Fragmented Reading on Literature Reading Appreciation of College Students in Micro-Communication Environment” (ProjectNo.: GD 15 XTS06); The research topic of Guangdong Provincial Library in 2015 is “Research on Application of Social Network Service in Reading Promotion of University Libraries” (ProjectNo.: GDTK 1532); The 13th Five-Year Plan for the Development of Philosophy and Social Sciences in Guangzhou in 2018 “Research on Creative Transformation and Innovative Development of Lingnan Culture under Xi Jinping's New Era Thought” (ProjectNo.: 2018GZGJ61)

References

- [1] Peng Aidong, Xing Sisi, Tong Yihong. Development Status and Countermeasures of Digital Reading Promotion in Library [J]. Library and Information Service. 2019: 1-10.
- [2] Zhou Ying. A Summary of Researches on Domestic Library Reading Promotion Models [J]. New Century Library. 2019 (04): 91-97.
- [3] Wan Xingming, Li Boyang. Research on Standardization Construction of Library Reading Promotion Service in China [J]. Library Forum. 2019, 39 (09): 100-107.
- [4] Yang Rong. Research on the Promotion and Development of Library Reading in the Context of Media Fusion [J]. Library and Information Service. 2018, 62 (15): 67-74.
- [5] Li Yang, Lu Hejian. Research on the Construction of a Long-term Mechanism for the Popularization of Popular Reading in China [J]. Library Work and Research. 2018 (06): 113-118.