Guiding the Reading of College Students by College Libraries

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Abstract. The author took the students in his college (during the college) as the research object, on the basis of the relevant data provided by the circulation department and the reading department of the college library, through oral and written survey got the inquiry of the students' reading tendency and the characteristic of reading demand. From the point of view of the reading psychology of achievement motivation, the author analyzed the relation between the reading motivation and the reading tendency, and pointed out the directions on the intervening of the reading to the readers. Also the author put forward some suggestions on how to guide the reading of the students. The author also offered a project to promote the guiding through strengthening the motivation of achievement.

Introduction

In the world reading day PEOPLE DIALY published "2015-2016 the reading report series of Chinese people". It points out that the top purchasing quantity by the people concentrated on the books of the novels and the essays and exam relevant books. Obviously, this part of the buyer is mainly in school students, especially in high school students. In this period the data of reading of the students in our college indicated that books in circulation of the literature, sociology, and psychology, is nearly two times the number of other books. The reading tendency and the reading motivation of the college students can be known if the popular reading materials for them gradually were mastered by the libraries. Then the correct direction of reading can be made into practices, which help the cultivation of college students' correct reading habits. And with these steps to implement one by one, the college libraries can play an important role in the process of imparting knowledge and educating people.

The Investigation of The Popular Readings For College Students

Through the actual visits to 200 students in college in about seven years, an survey result has been given out.

The Purpose of Reading (Multiple Choice). The objective for the readers is to learn knowledge and skills was about 39%, the purpose of reading for entertainment is about 62%, there are about 27% of college students who has no objective.

Reading Patterns. Besides the purpose of examination, there are about 69% of the reading which has been realized by using the libraries by college students.

The Readings Choices. For the reason of selecting literature, there is about 55% of college students readers who would give priority to select the works with famous
celebrities recommendations, about 39% of them would like to choose readings recommended by their teachers, schoolmates, relatives and friends. There is only 6% of them who selects the famous works on his own initiative.

**The Contents of Reading.** There are about 85% of the college student readers who selected the elite magazines, about 42% of them who selected the fashion magazines (female readers are about 97% of them), about 33% of them who selected the sports magazines (male readers are about 99%).

**The Relation between The Reading Motivation and The Reading Tendency of College Student Readers**

The investigation states that the group formed by college students extremely concerns current affairs, likes to contact with fashions, and likes to express themselves, likes the works with distinctive personalities. The convergence in the contents of their reading in the elite magazines shows that they want to know, understand and partly imitate the behavior, thought and ideas of the elite class, or so-called new middle class, so as to meet the requirements of their achievement motivation through the reading.

According to Maslow's hierarchy of needs theory, achievement motivation belongs to self realization level, one of a high demands. In Baidu Encyclopedia, achievement motivation is the motivation for individuals to pursue their own value, and to make him reach the perfect state, that is, a motivation whose gate is to the success with high level to limit him. In the current social environment the new middle class is emerging as the most impressive social class [1]. They have the excellent scientific quality, cultural accomplishment, the noble moral sentiments, the humanistic quality, the life style and even their sense of worth, and so on, which become the ideal of success for the college students who eager to succeed. Above 90% college students involved in the survey admitted that the new middle class is an example for them to make great effort to be one of them. Therefore, they are willing to pay attention to the books, magazines and newspapers related to the contents. Then the concern about the books and magazines became their major motivation of reading.

There are some researches which state that the achievement motivation and reading tendency are mutually reinforcing. In the investigation you can find that the motivation of achievement leads to the convergence of the reading habit of the college students, then the reading habits on the elite magazines would strengthen their achievement motivation. Obviously this kind of reading habits will bring about some unexpected power of progress, and with the increasing of the demand of reading behavior on achievement motivation the college readers also can have a deeper understanding of the elite class, which could confirm the desire for the successful examples and confidence of self-realization. Till then the motivation has been reinforced.

In a survey a college student told of his plans. He has applied for a CPA (certified public accountant), and has passed three of them. He hoped to be a certified public accountant soon after graduation, and then to become elite of the society and to live the life like the kind of life of successful people. Because of these, he liked to read the magazines which introduced the elite class, such as PHOENIX WEEKLY, etc. He said that in order to realize the goal he would spend more time and energy than his classmates. And to avoid the dropping out, he would like to pay attention to this kind of magazines.

There are so many examples as that reader. In the higher education of the degree of junior college, it does not require the students non-English-major to have to pass the examinations of CET 4 or CET6 (college English test band four or six) during the
period of school time by the Ministry of Education or the college. But having inquired some candidates after invigilating the college English test, you can know that as the new students of the college they have no pressure on employment, in addition to the part of them whose parents asked them to pass in grade one, most of the remaining has no intention to read those elite magazine in the library, then loved and envied for the kind of life of that class lived, and dreamed to become one of that class. Then they improved the requirements of their own on their own initiative. All of them hoped to reach the level of the elite class through their own efforts, so they paid more attention to these magazines.

The Guidance of The Direction of Reading To College Students Readers By The Library

From the results of the investigation you can see that the most important method of reading is using the libraries by the college students readers. So the college libraries should give full play to their advantages in the imparting knowledge and educating students.

To Optimize The Knowledge Structure of College Students By College Libraries. The basic point of distinction between the higher education and the middle school education is that in the college the ability to study independently of the students should be cultivated. Besides the study professional knowledge in the class college students should also master the application knowledge, using which the students' horizons of subject knowledge can be expanded, the students' ability to analyze and solve the problems in the practice can be improved. Because of the study time and curriculum system setting in the college in our country, the proportion of setting the curriculum of application knowledge in the college is very small, the curriculum hour of the application knowledge is also pitiful. So the college students obtained the application knowledge mainly through the extra-curricular reading in the libraries. Thus the tendency, time and scale of reading of the college student readers should be instructed reasonably in guiding the readings by the college libraries to optimize the knowledge structure of them [2].

To Guide The College Student Readers Establish A Correct Outlook On Life And Values By Librarians. The college library is an important functional division in the college in imparting knowledge and educating people, which undertakes the task of ideological and moral education for the students. Aim at the problem that the tendency of putting particular stress on the entertainment in the contents of the newspapers and periodicals and the one-sided pursuit of economic benefits the librarians should lead college student readers to criticize rationally and think independently about the popular articles, film and television works, and some non normal phenomena in the society, in order to avoid the forming of the value of anti mainstream culture. The libraries should also master the direction of guiding and lead the college student readers to the essence of traditional culture in reading and induce students to accept the mainstream values imperceptibly.

To Improve The Competence Education Through New Means By College Libraries. Rational and sound society is supported by the scientific spirit. The quality of college students decides the future of a country. The cultivation of scientific spirit is one of the important contents of quality education. In cultivating scientific spirit it is more important to impart scientific methods than to pass on scientific knowledge. Since it will benefit them all their lives with scientific spirit and method, [3] the cultivation of scientific spirit should be an important part of the competence education.
Information quality education should be another important aspect of quality education of college students. There are unique conditions and advantages in college libraries in the information teaching and information resources. There are dozens of collections, better equipment and high-quality librarians for college readers to improve their information literacy.

To summarize, college library is well-deserved the second class of students' quality education.

**To Cultivate and Strengthen The Motive of Achievement of College Student Readers By The Libraries**

The result of the survey shows that college students spent the more time on reading in libraries than other places, and the literature resource in college libraries is the main source that they obtained information. Thus the college library should take the advantage of this to cultivate and strengthen the motive of achievement to make effective intervention to the reading of college student readers, then play a bigger role in teaching and educating people [4].

**Reading Recommendation**

Based on the achievement motive of reading of college student readers the elite from relevant industries can be selected to recommend some good quality writings to college student readers, in order to make their reading into reality in a selectively and designed way and with emphases. Compared to the circulation rate of about 30% of the university library, the top ten books recommended by LI Kaifu, the former president of Google in the area of Greater China, had a lot of reservation before being returned in the library of our college after being recommended in the internet, and have to be circulated in priority in the dormitories of the students. The celebrity effect is so obviously to all of us. In this respect, leaders in our college have made a lot of contributions. There are 58 writings recommended by the leaders and have about 100 thousand views (the hits limited in the website in our college).

On the other side as the best seller list of books of most media is to the common masses it was not suitable for the demand of the readings of college student readers in their age and with their degree on the knowledge. When conditions permitted the college library can cooperate with book sellers and Medias on the recommendations on the books faced to the group of college student readers to make their reading a purposeful action.

**Review of Reading**

In organizing reading activities, the librarians in college can invite some knowledgeable elites well known to the student readers to attract them joining. Meanwhile, the activities should be made in a good environment to make the action of reading one of the steps to success for college student readers to meet the achievement motive.

In order to induce college student readers to read the perfect works librarians should make full use of the medias in the college such as the newspaper, radio, campus network, etc. and invite some famous scholars and successful people rich in knowledge or experience to help the college student readers to distinguish and judge the quality of the content of the work. Through the correct guidance of public opinions the interest of reading of them will be stimulated and the ability of identification of them can be enhanced. In view of the characteristic of pursuing the individuality expression of the
university student readers’ group librarians can set up a platform for communication between college student readers and the elite for ease of the expression or thought of reading and exchanging the experience of reading.

**Reading Romotion**

Besides using medias in the college in the propaganda of the books, there is so much in the method in the promotion of film or television works which should be taken for reference. Especially if the excellent works are hoped to be known in a short time, you should make the promotion refer to the achievement motive of the reading of college student readers. The college library can hold series of activities, such as the show of the digital resources in the library, the lecture of resource sharing and document delivery, the book shows, the signing by the celebrities for selling and the series of activities on the world reading day, etc.

A new book bulletin is a major way to promote reading in the college or university libraries, which has been the most useful way to college student readers. It is always listed in the order of subject categories and in most of libraries it is updated weekly. Having read the new book bulletins the college student readers can get the new information of the book purchasing in the library and can select the relevant books they need.

**Guidance To The Group of Reading**

As the college student readers have converged in some areas, the librarians can make full use of the conformity psychology to guide them to set up a group or society for reading and give the correct direction to it in order to induce them combine the reading with the deep thought. In the activities of reading in the group the brainstorming which may be the best way do this can be easily spread to make the readers into the state of deeply thought after the hitting of different views. Only the conclusion drawn through the thought by themselves can be accepted and grasped, and only the perfect works can be withstood any test. So by guiding the group of reading the college library can easily cultivate the correct view of reading and the right personal values.

**Reinforce the Achievement Motivation.** There are so many practices which show that the more times one takes part in the competition the more developed achievement motivation they can have. Thus under the conditions permit all kinds of knowledge competition can be held by the college library to stimulate college students' upward passion to reinforce their achievement motivation as to increase and guide their readings [5].

**Innovation Services on Guidance.** The rapid development of network technology, increasing information massively and fast food culture bring out the shallow reading. To reduce the impact of the shallow reading, the college library must put forward some innovation services after careful research, abandon the passive instilling-like ones and use multiple levels, multiple angles and multiple means to guide college student readers. The object is to make them combine the shallow reading and the deep one. The new scientific and technological means and methods should be adopted in this process. The RSS service is one of the popular means. The RSS refers to Really Simple Syndication.

**In the Network Platform of Mass Information.** The librarians can publish the popular books interested in by the college student readers, introduce the new arrived books, put forward the guidance information massively in the network platform, such as blog, post bar, forum, QQ and WeChat, etc.
To Use the System of the Libraries. The college student readers can subscribe through the system of their library, or through the function of RSS of other database systems. In this way the custom-tailored guidance information can be RSS to college student readers.

To Improve The Mobile Library System. With the improved function of the mobile library systems a platform will be set up, which combined online reading and reading with paper books. In this platform high quality books and magazines or newspapers can be put forward with the index of high quality paper works.

With these three ways of the information sending to the readers the information resource can be selected and send for the characteristics of the group of college student readers. And because the RSS allows fast browsing for news and updates, it was well received by the readers. Meanwhile the personalized service by the college libraries to guide the reading is well received by them.

To Improve the Convenience and Interactivity. Compare to traditional ones new media has the advantage in reading and then be used in guidance. First, the convenience can be improved through the application of new medias. For example, the multiple function hall with one stop management can replace the scattered function in different areas to serve the readers. The network instruction in the library should be accelerated easy to let the college student readers get the information retrieval and the inquiry online service in any service joint in the college. Secondly, the library is not only the place for borrowing books or reading but also a place for leisure and communication to attract the readers. So the library should develop the space and set up the service forum for communication and feeding back some information.

Conclusions

The college library should reinforce the guidance to college student readers, guide their reading activities, cultivate their healthy habit of reading and set up the correct view of reading. Then we should optimize the structure of their culture, knowledge and literacy to make them accept and the mainstream value and set up their own outlook on life, that will let the library play a more important role in the high school education.

References