Research on the Innovation of Reading Promotion Model in University Libraries

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Abstract: In the new era, people's daily reading methods have also undergone great changes. For university libraries, the promotion and innovation of reading methods is the only way for them to achieve sustainable development. Based on the analysis of the current reading status of university libraries, this paper points out some problems in reading promotion, and puts forward the strategy of reading and promoting innovation in a targeted manner, striving to make the university library reading promotion service get better development.

At present, Internet+, new media, big data, etc. have been widely promoted and developed, and the development of these aspects has also had a great impact on the spread of culture. The university library is an important place for cultural communication. For this reason, in this new era, it is necessary to constantly improve and innovate its own reading promotion mode, and provide students with multi-faceted reading services to promote the improvement of students' cultural knowledge and cultural literacy.

Current Status of University Library Reading

At this stage, the reading status of college students presents the characteristics of shallow reading, fragmented reading and utilitarian reading. In general, the paper reading of college libraries is also declining year by year. The lack of humanities reading, paper text reading, structural reading and targeted reading of college students is becoming more and more serious. It is precisely because of these problems that college students have less and less thinking and creativity due to reading. Taking the Yanbian University Library as an example, through the statistics and analysis of the book circulation and the average annual borrowing volume of students in the past ten years, it can be seen that the overall reading capacity of university libraries is declining. A phenomenon is common in Chinese universities, as shown in Figure 1 and Figure 2.
Figure 1. Change in the circulation of books in the Yanbian University Library in 2008-2017.

Figure 2. Annual average borrowing curve of undergraduate students in Yanbian University Library in 2008-2017.

"This data comes from the statistical data of the Huiwen Literature Information Service System of the Yanbian University Library."

As can be seen from the above two graphs, during the years of 2008 and 2009, the library circulation of Yanbian University and the average annual borrowing rate of students were the highest, but in the following years, both the circulation of books and the average annual
student The amount of borrowing is gradually decreasing. It can be seen that the overall decline in the paper reading of university libraries in China is indeed there. Nowadays, society has entered the era of big data. The decline of reading of paper books and the prevalence of digital reading methods are inevitable. However, university libraries still carry important humanistic missions. Therefore, we must conform to the development of the times. Improve and innovate their own reading promotion model, organize and guide readers, enable them to form large-scale and effective reading, and continuously improve readers' reading interest and reading ability.

Problems in the Reading Promotion of University Libraries at the Present Stage

Reading Promotion Lacks Effectiveness

When it comes to reading promotion, the promotion time and promotion method chosen are not appropriate. Most colleges and universities choose to read the library in the working day, and during this period, it is precisely when most students attend classes and teachers go to work. For this part of the readers, they don't know the time and opportunity for publicity. For those who can learn on the spot, they often seldom read books. In this case, the role of propaganda is insignificant, and the promotion of library reading is difficult to carry out smoothly.

Lack of Scientific and Reasonable Reading and Promotion System

At present, although the library can provide students with rich books and a good reading environment, it does not build a scientific and reasonable reading promotion system, so that its cultural communication function has not been fully exerted. In the process of enriching and maintaining the campus culture of the university, the library reading promotion system plays a very important role. In the new era, if there is no scientific and reasonable reading and promotion system, students can not guide and help students' reading, which will make students gradually lose interest in reading, conflict with paper reading, and promote reading in libraries. It will also be passive and ultimately hinder the progress of reading promotion.

Promotion Lacks Specificity and Characteristics

The promotion of reading in university libraries is more general, and the promotion methods are too popular, lacking pertinence and characteristics. In the process of promotion, students should not be attracted to the reading interest from the beginning, so that the students' performance on the library is relatively flat, and they will not actively understand the promotion of the library. The targeted promotion of the main populations such as teachers, students and cultural workers has not been carried out, and it is difficult to make good progress in the reading and promotion of university libraries.

Insufficient Promotion of Digital Resources, Lack of Independent Innovation in Reading and Promotion Methods

At present, the promotion of digital resources in Chinese university libraries is mainly carried out through two methods: new-enter education and lecture training. Among them, the new promotion education is for freshmen. In the promotion process, it is mainly through online and offline training. Online training is promoted by using the library website or the admission training system, while offline training is The library is trained in the literature information retrieval course for freshmen at the beginning of each year. The training of the lectures is
aimed at the teachers and students of the whole school. The lectures are mainly conducted through online and offline lectures. After the training, feedback surveys will be conducted to enable the two parties involved in the lectures to interact and improve the promotion effect. The content of the lecture training often includes the literature retrieval skills, the use of electronic resources in the collection, the practice of the machine, and the training of the special database. In general, the promotion of digital resources is obviously insufficient. The online promotion of reading promotion with independent innovation as the core is rare. The application of the new promotion model is rarely involved, and it is not personalized according to the characteristics of the big data era. Promotion. Although some colleges and universities have adopted the methods of “micro-reading” and “micro-book review” to mobilize readers' reading enthusiasm, the information promoted by WeChat tends to be relatively shallow, so its final promotion effect is not satisfactory.

Strategies for Reading and Promoting Innovation in University Libraries

Establish a Digital Mobile Library to Promote it Continuously and Universally

Through the establishment of digital mobile library, the mobile phone APP handheld reading function can be developed, and the digital mobile library can be linked with public media and self-media to realize the commonality of traditional paper reading and electronic reading, so that the readers can choose a more convenient reading method. The realization of this initiative will inevitably bring readers a new reading experience, improve their interest in reading, and at the same time achieve the continuity of reading promotion. In addition to the persistence of reading promotion, the popularity of reading promotion is also very important. In this regard, mobile libraries can improve readers' reading interest by setting up reader exchange platforms and topic columns, and strive to make every reader able to raise a good habit of reading.

Establish and Improve the Reading and Promotion Work Mechanism, form the Norms and Systems

Reading requires long-term accumulation, and the development of reading habits requires a long time of persistence. By the same token, when we carry out reading promotion work, if we promote it by one or a few activities alone, we can improve the reader's reading literacy. Therefore, we must establish and improve the reading and promotion work mechanism. Only under a sound and perfect working mechanism can the reading and promotion work be carried out and implemented continuously and effectively. Of course, the establishment and improvement of the reading promotion mechanism is not only the task of the library, but should be coordinated and planned at all levels of the university. To this end, colleges and universities should establish a stable professional team to provide guidance and services for the reading of college students, and strive to be responsible for special personnel, special management, according to the specific reading situation of students to develop a corresponding reading incentive program to form a system of norms and System to ensure the continuity and effectiveness of reading.
Ensure that the Promotion is Targeted and Strives for Distinctiveness

Through targeted and characteristic reading promotion, it can better stimulate readers' reading interest, and further promote the promotion of library reading. This can be done from the following two aspects.

**Strengthening Personalized Service**

Each of the readers has its own unique personality and has its own preferences. Therefore, when doing reading promotion work, it should be developed in the direction of personalized service. In this regard, we can use a variety of social software to conduct a comprehensive survey of readers, collect their personal preferences, professional characteristics and future development direction, and use this as a basis for personalized promotion services. Continuously increase their interest in reading by regularly pushing readers to books or articles that meet their reading needs.

**Guarantee the Composite of the Reading Promotion mode and Strengthen the Reader's Reading Adhesion**

The main body of reading is the reader. The core of reading and promoting work is to enable readers to read actively. Through the case analysis of some successful reading promotion work, whether the initiative of reading readers can be stimulated is the key factor for the success of reading activities. The motivation of readers' reading initiative has a very close relationship with the content and form of reading promotion. For this reason, reading promotion activities should strive for comprehensive and compound, and more close to the reader's inner appeal. First of all, we must ensure the diversity of reading promotion activities from the type. College students' thinking is more active, their imagination is also very rich, and their pursuit of new things is more fanatical. Therefore, reading promotion activities must be as diverse as possible to attract students' active participation. Secondly, it is necessary to ensure the composite of reading promotion activities on the content and strengthen the reader's reading adhesion. If the content of the reading promotion activities is relatively simple or relatively isolated, then not only can the reader's reading enthusiasm be stimulated, nor can the promotion work be further carried out. To this end, reading promotion activities should be serialized, and multi-directional content should be expanded under the same theme, so that readers with different reading preferences can find their own favorite content, thereby improving the effectiveness of reading promotion activities and promoting reading promotion activities. Further development.

**Focus on the Promotion of Digital Platforms**

The University of Glasgow Library is a typical representative of the promotion of digital platforms. It uses the Instagram image display to show the dynamics of the library to the readers, and then uses Flickr to show the readers the virtual collection resources. By publishing multimedia information such as text, pictures and videos to the network platform, it provides readers with a variety of reading services. In addition to the information related to the library, there are some information related to the students, such as learning information, living information, employment information, etc. At the same time, librarians can conduct reader consultation services through Facebook and Twitter. In the process of providing consulting services, the library can master many information related to readers' reading, such as the use of collection resources and reader satisfaction. In addition, through online
communication with readers, it is possible to better promote communication and interaction between readers and libraries, readers and readers, and maximize library services. Therefore, through the results of the promotion of the digital platform of the University of Glasgow library, it is known that in the library reading promotion, the promotion of the digital platform is a good reading promotion model.

Conclusion

Books are the crystallization of human wisdom, which is the concentration of wisdom in all ages. As the focus of cultural knowledge dissemination, university libraries should conform to the needs of the development of the times, effectively integrate resources according to their actual conditions, and at the same time establish a personalized service concept, establish and improve the reading promotion mechanism, and strengthen the digital platform. The promotion, etc., constantly innovate the reading promotion model to maximize the effectiveness of the library.

References


