

## Research on the Innovative Mode of Reading Promotion in University libraries under the era of "Internet +"

**Danchao Xu**

*Wenzhou Polytechnic, Wenzhou Zhejiang 325000*

**ABSTRACT:** *With the development of "Internet +" era, college students have more diversified ways of reading. The concept of "Internet +" has penetrated into people's work, life and study. The reading promotion of university libraries takes advantage of the development of the Internet to carry out reform and innovation to meet the changing needs of college students, thus getting rid of the traditional reading venues. In this paper, the characteristics of young students' reading under the new situation and the problems existing in the promotion of nationwide reading in university libraries are compared and analyzed, and the innovative mode of "Internet +" reading promotion in university libraries is discussed, hoping to promote the development of the long-term mechanism of university libraries' work.*

**KEY WORDS:** *"Internet +"; University library; College students; Reading promotion; innovation*

With the development of the new era and the rapid development of information technology, the way of production and life of human beings have also changed dramatically. Mobile Internet technology has gradually become the booster of social development. In the "Chinese Language Life Report (2016)" released by the Ministry of Education and the State Language Commission on May 31, 2016, "Internet +" has become one of the top ten new words and ten popular words in China [1]. "Internet +" has quickly become one of the hotspots focused by many experts and scholars. "Internet +" refers to the integration of Internet technology and traditional industries, which further evolves into a brand new production mode, industrial mode and business ecosystem chain, and integrates with all industries. Make the development of industry innovation possible [2]. "Internet +" was first proposed by Yu Yang, chairman of Analysys International in 2012. In March 2015, Tencent Chairman Ma Huateng publicly wrote the concept of "Internet +" into the

proposal of the National People's Congress. At the third session of the 12th National People's Congress, the "Internet + " action plan was presented to hundreds of millions of people for the first time in the government work report. In July 2015, the Guidance of the State Council on actively promoting the "Internet + " Action was officially released [3]. The transition from the Internet to "Internet + " is a model of "Internet + all walks of life". "Internet + reading promotion Service" is one of the modes of "Internet + comprehensive service". "Internet + Reading promotion Service" successfully superlays the traditional library reading promotion mode with the Internet perfectly, and promotes the cultural feast to the readers with the support of Internet technology. "Internet + reading promotion Service" is conducive to the continuous improvement of the learning environment for teachers and students in colleges and universities, and the launch of a new teaching and learning model. Under this new situation, university libraries need to "land on the new heights" of the Internet, and explore a new way suitable for the promotion of reading for the whole people in the era of "Internet +", so as to provide a good reading experience environment for teachers and students in universities and promote the long-term mechanism development of university libraries.

### **1. Research status of reading promotion at home and abroad**

Compared with foreign countries, college students' reading and college reading promotion work is earlier than that in China. As early as in the early 1990s, relevant foreign countries spared no effort to promote the library marketing series of activities, and raised this activity to the level of national legal protection, with legal means to standardize the promotion of reading plans and reading projects. For example, the US government attaches great importance to national reading promotion activities. After the establishment of the Reading Center of the Library of Congress, it has promoted such activities as "one City, one Book", "National Book Festival" and "Great Reading" with great fanfare, and achieved good results. In 1977, the United States issued relevant laws and regulations to formally support reading promotion activities. With the strong support of the state and government, this country's reading promotion activities entered an era of deep reform. In 1998, the ExcellenceReading Act was successfully signed and enacted, and the United States Government appropriated an annual special fund of \$1 billion to support reading

education. This support is not small. The nationwide reading promotion activities in many foreign university libraries are supported by large funds, and a series of foreign reading promotion activities, led by the United States, have been carried out with great success.

However, although the promotion of reading in China takes a late step, there is a tendency to come from behind. The country has done a good job in top-level design and turned it into a long-term systematic project. For example, in the report of the 18th National Congress of the Communist Party of China, the plan of "launching the nationwide reading campaign" was put forward. In laying out the key tasks for 2016, Premier Li Keqiang pointed out that we should deepen people's activities to promote cultural and ethical progress, encourage all people to read, and build a scholarly society. During the two sessions in 2017, the concept of "reading for all" was upgraded to "vigorously promoting reading for all", focusing on the relationship between digital reading and traditional reading [4]. In 2005, The Reading Promotion Committee was established by the Library Society of China. In 2006, the Publicity Department of the CPC Central Committee and other 11 departments jointly proposed to launch a nationwide reading activity. The work of reading promotion has attracted more and more attention in the library field, and libraries all over the country have joined the ranks of reading promotion. Reading promotion in university libraries has also been gradually normalized [5]. At present, reading for all has become a national habit. Under this situation, we should take advantage of the trend, change the thinking of reading promotion, reform the way of reading promotion and try every means to improve the reading level of all the people.

To sum up, reading promotion at home and abroad has been developing rapidly and has received strong support from the government. Various forms of reading promotion have been carried out from various countries to the local level. From the national level to the local level, colleges and universities across the country have launched a variety of reading promotion work and achieved good results. But there are still readers participate in the enthusiasm is not high, the activity influence is not big, did not achieve the expected effect.

## **2. Current situation of reading promotion in university libraries under the background of "Internet +"**

Colleges and universities are the main land to train successors for our party and country, how to promote the all-round development of successor the effectiveness of the quality and ability, and cultivate the college students to improve their reading atmosphere and reading habits, colleges and universities to the task of reading promotion best, naturally will bear the all the students' reading promotion of sacred mission. As the main force and responsibility of reading promotion, university library plays an important role in promoting reading promotion with responsibility and obligation. It should make some contributions to the improvement of college students' reading ability.

One of the main activities of reading promotion in university libraries is to link up with various departments and departments. Through linkage way, increase the number of times that teachers and students enter the library and borrow books. In the past, college libraries generally adopted reading promotion modes, such as freshman entrance education, new book recommendation, reading salon, book promotion and book donation, to improve readers' reading experience and environment, so as to improve readers' reading interest. They relied more on paper books, word of mouth and other ways. With the development of "Internet +", college students have more diversified ways of reading. They make use of Internet platforms, such as self-built digital library resources, WeChat QQ group, WeChat public number platform promotion, etc. This new mode of reading promotion attaches great importance to big data analysis, online communication, offline feedback and so on. This mode of reading promotion and development breaks through the space and time, speeds up the dissemination of information, and is closer to the reading psychology of the post-90s and post-00s.

Nowadays, all universities and colleges in China attach great importance to the promotion of reading, and a variety of reading promotion activities abound, which have made significant contributions to enhancing the popularity and reputation of reading among the whole people. In see achievements at the same time, there are reading promotion work in university library, such as management mode in order to promote reading, old-fashioned, not updated management concept, insufficient interact with readers, content model is relatively single, grasp the readers' reading

needs enough, these need to be improved in time, especially to a fundamental change from the logic of thinking, improve their reading promotion service level, in a whole new different ways to develop university library reading promotion.

### **3. Problems existing in the promotion of reading in university libraries in the era of "Internet + "**

The promotion of reading is not paid attention to, and the work is difficult to carry out

Some university libraries have not formed the system support system. Some university libraries have limited capital investment, and the limited capital also gives priority to the acquisition of relevant literature resources, which makes them "cash-strapped" in funds and restricts the organization of reading promotion activities, thus affecting the effectiveness of reading promotion activities. There are few rules and regulations of reading promotion service in university library, and there is no square without them. The absence of some rules may lead to the follow-up work.

Traditional reading promotion, reader participation is not high

Most traditional university library reading promotion to promote classic books for the mainstream, not of the new generation of the questionnaire survey of college students, mostly under the new situation, 90 00 after significant changes have taken place in college students' reading needs over time, no use of advanced information technology is analyzed and push, which leads to they won't be too much attention to these traditional promotional activities, lead to much cry and little wool.

Lack of professional "reading promoters" and low degree of professionalism

Compared with discipline service and document delivery service, reading promotion service is a "emerging" service. Professional "reading promoters" lack new media literacy and fail to make good use of new technologies to promote nationwide reading. However, most university libraries do not have enough staff or departments specially responsible for reading promotion. They generally act on behalf of other departments in the library, with weak sense of responsibility and weak sense of innovation. They do not have the foundation to use new media

technology for reading promotion, which is not conducive to the nationwide reading promotion.

The lack of cooperation mechanism between departments makes it difficult to achieve results

Reading promotion is closely related to the construction of school culture and scholarly campus. At present, reading promotion activities in colleges and universities have become a one-man show in the library, which has insufficient linkage with other functional departments and departments, leading to zero participation of the school youth League Committee, publicity organizations, secondary colleges and other departments. As a result, reading promotion activities in colleges and universities are not sufficiently publicized, blocked and unable to achieve "full coverage".

#### **4. Explore the innovative mode of reading promotion in university libraries in the era of "Internet +"**

##### 4.1 Integrating "Internet + " to create a personalized service platform

Reading promotion is essentially service, establish people-oriented personalized service platform, in the era of "Internet +", speak in a data, cloud computing analysis, understand the readers' reading patterns and habits, and the traditional ways and the reading promotion service of embedded in colleges and universities, all intelligent reading, the local library for resources integration, the collection of information and users to promote reading requirements, goal is to make personalized reading for reader service platform, intend to inspire readers, so as to realize library resources integration and sharing, not cause waste, increase the range of services, make reading promotion effect of interpretation in place.

##### 4.2 Combine the "Internet + " approach and build a smart promotion model

With the change and development brought by science and technology, colleges and universities should change their target from traditional library to smart library. In the era of "Internet + ", people, books and clouds are linked together on the basis of the Internet, on the platform of intelligent devices and through cloud computing. Traditional library service is passive, the impact of new science and technology, the

traditional library into wisdom library, can with the help of Internet, digital, intelligent building diversified reading functions such as information platform, the use of remote control and browsing, reading, time space so as to improve the reader's reading interest, increase participation, promote the sustainable development of reading popularization.

4.3 Strengthen diversified cooperation mechanisms in combination with the "Internet + " initiative

The work of reading promotion is aimed at teachers and students of the whole college, which involves all fields of the school. Therefore, all departments and offices of the university should cooperate with each other, so as to promote the sustainable development of reading promotion, improve work efficiency and publicity effect. Make use of the online communication platform to effectively communicate with all departments of the school, and carry out all-round publicity by combining the campus PU platform, WeChat, QQ, library WeChat public account, network platform, social platform and so on. At the same time, I will cooperate with all departments to formulate specific tasks, specific goals, incentives and other diversified cooperation mechanisms to effectively carry out reading promotion, improve the depth and effect of reading promotion, achieve a truly scholarly campus, and achieve "full coverage" of reading promotion in colleges and universities.

## 5. Conclusion

The university library is the cultural center of the university. Shouldering the mission of cultural education, it has the responsibility and obligation to improve the reading interest of college students, promote their reading habits, create a quality reading environment, and open up a better reading atmosphere. According to the actuality of college youth students reading, reading promotion situation of university library and university library reading promotion the deficiencies and problems were analyzed, and to really understand the reader demand, use "Internet +" in the era of new technology, new technology, new methods, exert the advantages of the library, collaborative efforts, develop reading promotion, to change from thinking, the innovation service mode, boost the construction of campus culture quality, achieve the purpose of the reading teaching.

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