

Research on Innovations of the Service Mode of Reading Clubs in University Libraries

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Abstract. The book club provides a platform to set shared reading lists so as to facilitate communications among book-lovers. Their communications comes in cycles, aiming to exchange ideas, expand horizons, share knowledge and improve literacy. Based on the practical experience of the book clubs in university libraries nearby, this paper adopts the comparative analysis method to study the causes and influencing factors of the emergence and development of the book clubs. It also studies the functions and responsibilities of the university libraries as well as its influences, the attitude and efforts of the universities in forming a scholarly campus. The university library should take the initiative to hold the reading club and the universities are supposed to increase the policy support and financial support for the reading clubs.

Keywords: university library, book club, service mode innovation.

1. Connotation and types of reading clubs

Generally speaking, the book club provides a platform to set shared reading lists so as to facilitate communications among book-lovers. Their communications come in cycles, aiming to exchange ideas, expand horizons, share knowledge and improve literacy. According to different communication platforms, the book club can be divided into online book club and offline book club. The online reading meeting can be more flexible without space or time limits, which makes it convenient for readers to communicate with each other in fragmented time. Furthermore, they do not have to rush to the shared reading site, suffering from traffic jams and other annoyances. It can also save time on the loop. The disadvantage is that the communication is not instant and coherent, and it lacks on-site interactions. The offline reading club offers a place for co-reading and sets fixed time, which increases the time on the loop, but relatively sufficient face-to-face communication also adds more fun and enthusiasm in reading. Speaking of different exchange groups or places, the book clubs can be categorized into school book clubs and social book clubs. The two cannot be strictly isolated. There may be social book-lovers in the school book clubs as well as book-lovers from school in the social book clubs. It is much the same with exchange places, but most school book clubs will be held in the school, and most social book clubs will be located outside the school for exchange. The classification is on the basis of the mainstream group in the book club or the main holding place. Based on different levels of schools, the school reading club can be divided into primary school reading clubs, middle school reading clubs and college reading clubs. The book club in the study mainly refers to the offline book club in colleges and universities.

2. The present situation and research value of university reading club

At present, there are many offline reading clubs in colleges and universities, and the situation is also very different. In terms of time, some are once a month, some are half a month in turn, and some are once a week; In terms of sustainability, some of them have good sustainability, which can be passed on from generation to generation among students or teachers. Some of them are abolished due to unreasonable systems; In terms of sponsors or organizers, some are organized by university libraries, some by university teachers, some by school associations, and some by book-lovers among

students; In terms of the effect of the book club, some of them have achieved remarkable results, attracting a large number of book-lovers from schools and even society. This project focuses on the in-depth study of the book club organized by the university library, which is of great practical significance and theoretical value [1].

On April 23, 2022, the President Xi Jinping pointed out in his congratulatory letter to the First Reading Conference for All that "reading is an important way for human beings to acquire knowledge, enlighten their wisdom, and cultivate their morality. It is hoped that the whole society participate in reading and form a strong atmosphere of loving reading and reading good books" Focusing on the chairman Xi Jinping's call to practice and study the university library reading clubs, we can not only make the existing reading clubs more sustainable and dynamic, benefit more people, and provide experience and lessons for colleges and universities that want to establish reading clubs. It can also enable university libraries to play their roles and use their own resources to carry out more work beneficial to students and schools; Furthermore, it can also bring more attention to the role of the book club and the status of the school library, and seek more support for the book club, including financial support and policy support. Here are some necessities to study the reading club of university libraries: First, the specific situation of the host's university needs such a study. The reading club initiated by him has been successfully held for several times and has been praised by the teachers and students. Is it necessary to continue? What features does the existing form attract book-lovers? What needs to be improved? How to connect with the four semester "Scholarly Campus" course? How to make better use of the power of school associations such as the Reading Society, the University Students' Law Association, and the Xiangliu Literature Society? How to learn and make progress together with other reading societies in the school? Secondly, other colleges and universities also need such a study in order to standardize their school's book clubs, making them more sustainable and benefiting more people and playing the role of the library to the extreme [2]. At the same time, we will establish a scholarly campus to arouse the reading passion, cultivate the humanistic spirit, feel the classic charm and taste the elegant culture, so that reading becomes a habit and the scholarly atmosphere overflows the campus. Specifically, the implementation of the project will help the Reading Club carry forward its advantages, correct its shortcomings, make it more sustainable, and provide book-lovers with a platform and opportunities for communication; It is conducive to the innovation of the service mode of university libraries and the effective play of its due role; It is beneficial to form a good learning atmosphere in colleges and universities, and truly builds a scholarly campus.

3. Thoughts on Innovations of the Service Mode of Reading Club in University Library

3.1. The persistent initiators and book friends who come in droves make the Reading Club have great vitality and influence

In 435 questionnaires, no matter boys or girls, and regardless of their age, there is really not much time for reading after school. 95% of students said they would occasionally read some books after school. Among them, the proportion of students who choose to study for the purpose of "increasing knowledge, promoting employment" and "cultivating sentiment and improving self-cultivation" has reached 85%, and the remaining 15% of students are to pass exams or kill the time. It can be seen that most college students do not have much spare time for reading extracurricular books. Why don't they read much in their spare time? What problems did they encounter in reading? Up to 92% of students are occupied with their studies or other activities because of time constraints. Indeed, college life is rich and colorful, and club activities are dazzling. Even if you don't join the club, you will be caught up in other things, and there is no spare time. Most of the post-90s young people adhere to the belief that they will grow old if they are not crazy. They are crazy about the fun of extracurricular activities. Few students can really calm down and spend more than 3 hours a day, accounting for only 14%. More than 7% of the population do not read books in their spare time! Most of their free time is spent

on chatting, surfing the Internet, entertainment and sports. Of course, the contemporary college students have also been educated for 12 years. Their good heritage helps them to correct their attitude in reading. A good attitude is the first step to success. Therefore, 88% of the students think that college students should read more and write properly in their spare time. Although the attitude is not equal to doing well, we can make up for our shortcomings in the later stage. The so-called "It is not too late to mend a lost sheep". Therefore, there are a large number of book friends, and the key is to take the appropriate way to guide them. Persistent sponsors play an important role in it [3].

3.2. University library should actively carry out reading club

In the questionnaire, the investigators further set some options about the book club. 31% of the students like to share their books with others orally. After all, the happiness and harvest after sharing are double; 35% of the students prefer to write book reviews online; 26% of the students chose the form of reading association; The remaining 8% do not like to share with others and like to digest individually. 82% of college students think that extracurricular reading is important, but 4% of college students think that extracurricular reading does not bring them any feelings. The author believes that this may be related to their reading style. 73% of college students only want to read extensively, randomly and occasionally take notes; Only 16% of college students seek quality intensive reading and can write detailed reading notes and impressions; However, 11% of the students never take notes when reading. The author believes that intensive reading is required for professional and applied technology books, extensive reading can be conducted for literature and art books, history books and other books, and entertainment books can be used as extracurricular entertainment. During the survey, 69% of the books read by college students came from libraries and Internet downloads, and 54% of the students thought that the books in the library could not meet their needs, so some of their favorite books must be purchased and collected by themselves. However, only 31% of the students would buy books by themselves, and 32% of the students had major difficulties in reading for the high book price. It can be seen that contemporary college students lack interest in book collection [4]. With the development of science and technology, electronic products have made our life more convenient. Therefore, more and more people like mobile reading on the Internet, mobile phones, e-books and so on. However, 43% of college students still choose to reading traditional paper books and periodicals. The fragrance of paper books and periodicals is so refreshing that e-books cannot achieve it. 55% of college students like the reading atmosphere of libraries. When you sit in the library and read with your mobile phone, it is easy to be distracted by the messages popping up above the screen. This is a disadvantage of electronic books [5]. It can be seen that the library should take advantage of its own advantages and fundamental functions to actively host, undertake, guide and encourage college students to read more and better books. A fancy reading meeting means the innovation of library service mode [6].

3.3. Colleges and universities should also strengthen policy support and financial support for reading societies

In the survey, 74% of college students go to the bookstore or library through the recommendation of teachers or classmates, and a small number of students extend from the books they have read or read randomly according to their interests. If they come across a favorite book, 80% of college students will finish it quickly or according to their own plan, but 4% of students often can't finish it. Reading must be planned, otherwise you tend to delay reading time again and again due to other things, resulting in less reading in a month. As the survey show, only 5% of the students read more than 4 books each month on average, 56% of the students read 1-2 books each month on average, and 4% of the students rarely read. "Reading is the ladder of human progress." Contemporary college students should spend more time reading rather than playing online. 90% of the students think that college students should read widely or read some classic books on the basis of mastering professional knowledge. The overwhelming majority of students have a positive attitude towards reading. Only for the sake of lacking time, space and other objective factors, their reading time and reading volume

are compressed. 96% of the people think that it is beneficial to improve college students' reading quality and quality through teacher guidance, library reading activities, reducing class hours and academic pressure to give students enough reading time. 69% of the students think that the reading atmosphere in our school is average, and 42% of the students have the main difficulty in reading is the lack of reading atmosphere. If the school provides a reading exchange platform, 46% of the students will be willing to participate, and 44% of the students will depend on the situation, so we can see that everyone's reading enthusiasm is still strong [7].

Most of the students have interest and passion in reading [8]. However, due to problems such as reading methods, reading occasions, and the choice of reading books, their steps of high-quality reading are disrupted [9]. Everyone is willing to participate in the university reading clubs [10]. We hope to learn effective reading methods from teachers and students through the way of reading club, and solve problems encountered in reading through communication. The policy support and financial support of colleges and universities are the magic weapon for the continuation of the reading association.

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