

The Application of New Media in Digital Reading Promotion in University Libraries

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Abstract: With the increasing improvement of China's scientific and technological level, the development pace of new media is also accelerating, which has been widely used in various fields and achieved remarkable value. University libraries are academic institutions that provide services for teaching and scientific research. They have extremely rich information resources to meet the diversified needs of teachers and students. Introducing new media technology into university libraries can transform the traditional concept of reading promotion, improve the targeting of promotion work through new promotion models, and highly meet the reading needs of teachers and students. Therefore, university library workers should change the inherent thinking mode, deeply realize the value of new media, apply new media technology to daily reading promotion work, and ensure the effectiveness of digital reading promotion. However, affected by multiple factors, the actual effect of activities is not obvious, the role of new media has not been maximized, and the personalized needs of readers are also difficult to meet. Therefore, university libraries need to actively adapt to the new media environment, make full use of the advantages of new media, and innovate digital reading promotion strategies to meet the diversified reading needs of readers.

Keywords: New Media; University Library; Digital Reading Promotion.

1. Reading Changes of Readers in the New Media Era

1.1. Changes in Reading Forms

In the new media environment, the reading forms of readers have undergone significant changes. Especially for college students, they can obtain a rich and diverse reading experience more conveniently through mobile terminals such as mobile phones and tablet computers, and new media has become their new choice for reading. For this reason, many universities currently attach more and more importance to the construction of digital libraries and the digitization of library collections. The construction of university libraries is actively transforming in the direction of digitization, fully leveraging the advantages of new media technology and actively establishing online reading platforms for university libraries, so that readers can read the rich resources of university libraries through new media. Facing the impact of the development of new media, university libraries should give full play to their own advantages and transform to digital reading to meet the needs of continuous development in the future [1-2].

1.2. Changes in Reading Methods

The development of new media technology has promoted the rapid development of the reading mode of new media platforms, which has had a significant impact on the traditional paper reading method, and reading habits are undergoing profound changes. (Table 1). Through new media technology, the combination of multiple reading methods such as reading text, pictures, videos and audio can be realized, so that readers can choose more reading methods, which to a large extent meets the diversified and personalized reading needs of contemporary readers and provides more choices for readers. Although paper reading also has distinct characteristics and advantages, but from the current overall

reading methods of college students, the advantages of new media reading methods are very significant. Most students will choose new media platforms for reading, so as to achieve the purpose of reducing costs and obtaining resources. This is an important influence of new media on readers' reading methods.

Table 1. Comparison of Reading Methods

Ways to Read	Past	Now
Primary medium	Print books, newspapers, magazines	New media platforms (such as e-books, online articles, video, audio, etc.)
Form of reading	Text predominated, supplemented by a few pictures	Text, pictures, video, audio and other ways to combine
Resource acquisition	Physical bookstore, library loan or purchase	Web search, online purchase, e-book library, subscription services, etc.
Cost	Relatively high, requiring the purchase or borrowing of physical books	Low; Many resources are available for free or at low cost

1.3. Changes in Reading Interactivity

The reading services provided by traditional university libraries lack interactivity. It is difficult for readers to communicate effectively with other readers when reading, which limits the depth and breadth of the reading experience. By adopting new media technology, when readers read on online media platforms, they can communicate with other readers in real time, thereby increasing interest of reading. Readers can express their own opinions, views and reading feelings on the new media platform. In this process, readers are no longer just passive readers, but active participants and creators of reading, and can achieve two-way interaction in reading [3-4]. When university libraries promote digital

reading services, they should refer to readers' suggestions and adjust their service models based on them, thereby improving the quality of reading promotion services.

2. Problems in New Media Reading Promotion in University Libraries

2.1. Relatively Low Degree of Integration

At present, the reading promotion services of many university libraries still adhere to the traditional model, mainly relying on offline methods for promotion, with a single form and a serious lack of innovation. They have not yet achieved deep integration with new media technology, resulting in limited-service effects and difficulty in meeting the diversified needs of readers in the new era. For example, common reading promotion activities such as reading festivals and essay competitions in university reading promotion services. Although this promotion method has a certain effect, in the information age, the attractiveness of traditional reading promotion models to college student readers is far from enough. Although many universities are currently actively carrying out the promotion of digital reading services in new media forms, they have not fully combined with new media forms, lack the construction of new media digital reading platforms, and the role of new media technology and platforms has been greatly discounted, directly reducing the effectiveness of digital reading promotion services, and students receive relatively less reading promotion information in new media forms.

2.2. The Quality of Content Needs to be Improved

Exploring the fit point between new media and digital reading promotion services in university libraries and combining them has an important practical role. However, practical experience shows that the quality of reading information in the new media era is difficult to be effectively guaranteed, which has become an urgent problem to be solved. Among a large number of reading resources, there are some

poor-quality reading information. If university libraries do not screen out poor-quality reading information, some bad information will enter the promotion service, which will seriously affect the reading quality of college student readers, such as fragmented reading and shallow reading. It will also cause students to overly rely on new media platforms and develop bad reading habits. Therefore, university libraries should strictly review the content of digital reading promotion to ensure that the promoted content can help students build a complete knowledge system and develop good reading habits, and give full play to the role of new media digital reading promotion.

2.3. Lack of a Complete Promotion System

Against the backdrop of the rapid development of new media technology, combining new media with the reading promotion services of university libraries has become an important way to improve service quality and broaden reading channels. However, in order to truly unleash the potential of new media in reading promotion, a complete promotion system must be in place. Looking at the current actual development situation, many universities have not yet established a complete new media digital reading promotion system[5]. For example, in terms of promotion channels, promotion platforms and promotion methods, an effective model has not yet been formed. The new media digital reading promotion work is too formalistic, resulting in its actual role being severely suppressed and unable to be fully exerted. Therefore, universities should build a complete new media digital reading promotion work system based on the actual situation to further improve the quality of reading promotion work.

3. Optimization Measures for the Application of New Media in Digital Reading Promotion in University Libraries

3.1. Improve Students' Reading Skills

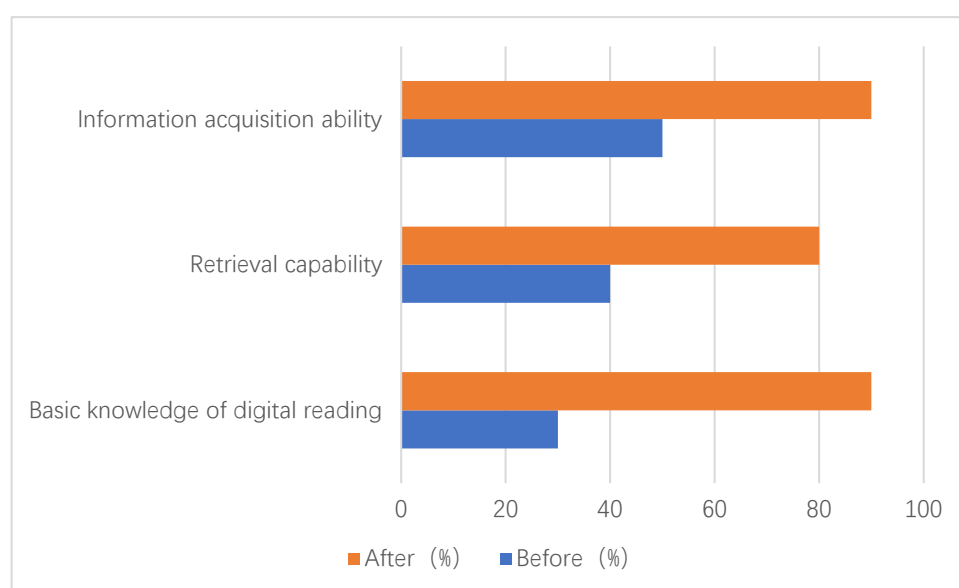


Figure 1. Changes in Students' Skills

Today, with the rapid development of new media technology, university libraries, as an important place for students to acquire knowledge and information, must keep

pace with the times and actively respond to the challenges and opportunities brought by digital reading. According to different learning stages and characteristics of students,

formulate scientific training plans, and students' reading skills have changed to varying degrees. (Figure 1). For freshmen, university libraries can teach them the basic knowledge of digital reading and guide them to correctly use new media to search and obtain digital resources. For sophomores and juniors, university libraries can build new media reading communication platforms for them to improve their retrieval ability. For university graduates and postgraduates, university libraries can improve their ability to obtain information, introduce them to professional databases inside and outside the school, and guide them to skillfully use new media to obtain digital resources. This hierarchical new media knowledge training model can not only effectively improve students' digital reading skills and the ability to obtain literature materials, but also guide them to develop good digital reading habits.

3.2. Build a Complete Reading Platform

The introduction of new media into the reading field is an inevitable trend of the times. University libraries must deeply recognize the necessity of new media applications. To this end, it is necessary to continuously optimize the new media reading platform to ensure that college students can enjoy better reading services, thereby giving full play to the value of the library and better serving the majority of students. College students can obtain richer book resources by using the new media reading platform, and can break through the limitations of offline reading space and read in their spare time anytime and anywhere. University libraries can use new media to carry out reading promotion activities, upload high-quality library collection resources to the platform, and promote them in digital form to more needy groups to promote the utilization rate of library collection resources[6]. In addition, reading software can also be developed to promote the rapid update of reading resources in the library and enrich the reading resources within the platform, so that

readers can truly feel the humanized service of the library. The new media reading platform is conducive to digital promotion work, can promote high-quality reading information, provide more opportunities to access resources, and effectively exert the role of library collection resources.

3.3. Enrich Reading Promotion Forms

In the new era, new media channels are diversified. Many channels are suitable for reading promotion in university libraries and can play a significant role. Compared with the original reading platform of university libraries, new media channels have a wider audience range. For example, the official account of the university library can be set up by using the WeChat official account, and the online and offline combined promotion form can be used to make students of the university pay attention to the WeChat official account. The university library only needs to promote high-quality reading information in the official account, and students can directly obtain the information by using the official account. At the same time, questionnaire survey activities can also be carried out using the WeChat official account to guide students to actively participate, have a clear understanding of students' reading preferences based on the survey results, and carry out precise promotion combined with students' preferences to ensure that the reading promotion efficiency is higher. In addition, the reading promotion of the WeChat official account combines the forms of text and pictures to enhance the attraction to readers[7]. The Douyin short-video platform is an important tool for promotion. University libraries can record videos to push reading resources and present the content of books in a vivid form. This innovative method can significantly enhance the attractiveness of book resources and enhance the effect of reading promotion. The impact of different reading promotion forms is also different, and the proportion is shown in Figure 2.

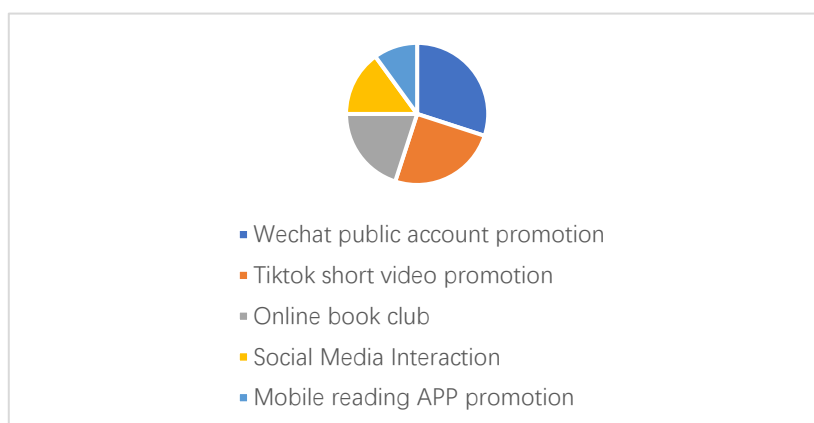


Figure 2. Proportion of Common Reading Promotion Forms

3.4. Build a Professional Promotion Organization

In the context of the vigorous development of new media technology, in order to promote digital reading more effectively, it is necessary for university libraries to establish a dedicated new media reading promotion organization. The core of this organization is to set up new media reading promotion positions, and professionals with professional qualities and innovation capabilities are responsible for reading promotion work full-time. This organization should be responsible for formulating long-term and short-term plans

for new media reading promotion, planning and organizing reading promotion activities, contacting experts and scholars inside and outside the school to hold lectures, and interacting with readers through new media platforms. Through carrying out related activities, guide the work of college students' reading clubs and increase their enthusiasm for participating in activities. If conditions permit, it can also link up with media inside and outside the school to create a good reading atmosphere and build a new media reading promotion brand. By building a new media reading promotion evaluation system, it can provide students with high-quality information services and further improve the accuracy and effectiveness

of reading promotion.

3.5. Improve the Comprehensive Quality of Personnel

From the perspective of new media, university libraries should introduce new media technology. But to exert its role, excellent talents are needed to be responsible for planning and execution to ensure the effective application of new media technology in reading promotion. In order to ensure that the effect of digital reading promotion activities is more obvious, library management personnel need to master digital reading promotion methods and be flexible in applying new media channels. University libraries need to regularly carry out personnel training activities. In addition to traditional book sorting and promotion training, they also need to pay attention to the development of new media technology application training activities, so that all personnel can master advanced digital promotion technologies, continuously improve their own information literacy, and provide effective assistance in solving problems encountered by readers in digital reading, and better ensure the efficiency of digital reading promotion [8]. In addition, library management personnel should be arranged to participate in professional digital reading promotion training or invite experts in the field to give lectures at the school to broaden their horizons, break through thinking limitations and improve promotion capabilities.

3.6. Strictly Review Promotion Content

When university libraries promote reading, they need to strictly screen promotion information to ensure that the content is of high quality and educational significance and meets the learning needs of college students. In order to promote the all-round development of college students' comprehensive quality and build a complete knowledge system, the promotion content is strictly reviewed, and efforts are made to improve their literary literacy and reading ability. University libraries can promote targeted reading resources to students of different majors. For example, promote excellent English works to students majoring in English, and promote more finance and marketing books to students majoring in accounting. On the basis of ensuring the quality of the content, improve the educational nature of the reading promotion service of university libraries, so that the quality of college students can be improved to varying degrees during the reading process. Not only can they improve their professional knowledge level and enrich the reading accumulation of college student readers. In addition, while students receive a

good education, they can also improve their comprehensive level and achieve the educational goals of university libraries.

4. Conclusion

In the context of the new media era, the emergence of various new technologies has brought new opportunities for the development of various industries. University libraries should seize the opportunities brought by the new media era and actively respond to the challenges brought by new media to achieve innovative development. In university libraries, reading promotion activities are an important task. Relevant staff can give full play to the advantages of new media technology, build a scientific digital reading promotion system, and do a good job in digital training of personnel, improve the professional ability and comprehensive quality of staff, and meet the increasing reading needs of readers through diversified digital reading promotion activities, effectively improve the promotion effect and improve the comprehensive quality of students.

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