

Construction of a Reading Promotion Model for University Libraries Based on Student' User Needs

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Abstract: Modern libraries' functions are shifting to the direction of improving the quality of reading promotion, and it is of great significance to promote the construction of reading promotion in college libraries based on the needs of student users. From the perspective of analyzing the elements of student user demand in colleges and universities, the necessity of student user participation in reading promotion in college libraries is explained. To address the problems of low participation and poor effect of student users in the reading promotion model of college libraries, and to combine the psychological characteristics and developmental needs of student users in reading promotion activities, we try to build a diversified reading promotion model. The main measures of this model include: doing a good job of researching the reading needs of student users, strengthening the publicity and training of student users, establishing a sound system of reading promotion in college libraries, and improving the intelligence of reading promotion in college libraries.

Keywords: Reading Promotion; College Libraries; Student User Needs

1. Introduction

From the 2006 initiative issued by the Central Propaganda Department in conjunction with 11 departments on launching reading activities for all, to the promulgation in 2021 of the Outline of the Fourteenth Five-Year Plan for the National Economic and Social Development of the People's Republic of China and the Vision 2035, reading for all has entered the national policy documents and risen to the level of a national strategy. Over these ten years, reading for all has shifted from concept to practice, as evidenced by the development of a multifaceted system of regular work, educational projects, and educational planning, and coupled in practice with public services, the cultural industry, education and teaching, and integrated media technology, among other important areas, to form a cultural ecosystem that continues to act as a catalyst for reading for the whole nation. At the school level, in order to improve students' information literacy, ideological and moral quality, and scientific and cultural literacy, the State Council considered and passed regulations on the promotion of reading for all in 2017, and the Ministry of Education issued the Regulations on Libraries of Elementary and Middle Schools in 2018, which explicitly puts the active creation of a book-scented campus and the organization of various forms of reading activities to promote the work of reading for all; and encourages the development of book lending and reading data analysis and targeted improvement of student Reading as an important task of school library work^[1]. It can be seen that the functions of modern libraries are being transformed in the direction of improving the quality of reading promotion.

Since 2003, the Chinese Library Association has included the work of reading for all in its annual plan, and after nearly two decades of efforts, reading promotion has gradually developed from a spontaneous, extraordinary and complementary library service to a conscious, regularized and institutionalized library service work. From the conceptual point of view, it is generally believed that reading promotion is a general term for all the work that libraries engage in utilizing all kinds of resources, building all kinds of platforms, and constructing mechanisms to carefully plan and innovatively promote in order to cultivate the reading habits of readers, stimulate their interest in reading, enhance the quality of reading, and guide the direction of reading, as well as to enrich the readers' daily life, knowledge reserve, and improve their school ability. In this study, whether it is reading promotion depends on whether its services have played a substantial role in promoting student users, enriching campus life as well as academic and professional knowledge reserves through reading. Based on such considerations, college libraries should be based on the development needs of student users, oriented to user needs, build a reading promotion service model, establish a sound long-term mechanism for reading promotion, and better serve the overall development of students in colleges and universities.

2. Significance of the research

In the era of popularization of higher education, the demand of university student groups for library subject services and higher-quality reading promotion services is becoming more and more diversified and individualized, and the contradiction between the service capacity of the existing reading promotion platform and the demand of student users is becoming more and more acute, and the reading promotion service platform and the corresponding mechanism can no longer satisfy the demand of student users, who urgently call on the library to carry out the innovation and service upgrading of the reading promotion business.

2.1 Helping to optimize and enrich the reading promotion service system of college libraries

The vitality of reading promotion activities in college libraries comes from the content, that is, reading promotion activities should adhere to the principle that content is the king. The reading promotion construction of university libraries should take advantage of its rich resources and scientific planning to play the functions of subject specialization construction, teaching, teaching and research, student development, campus culture construction services, so as to highlight the core competitiveness of university libraries and the development trend of the future. Thus, it is crucial to establish and optimize the content system of reading promotion in college libraries to highlight the uniqueness, richness and systematization of reading promotion. However, the current reading promotion activities in college libraries are generally characterized by the low participation of student users, the lack of participation mechanisms and poor participation. The reason for this is that the problem-oriented construction of reading promotion in college libraries is not clear, the content construction is not systematic, and there are many problems in the way of service supply. Promoting the construction of reading promotion in college libraries based on users' needs will be conducive to optimizing and enriching the content system of reading promotion in college libraries, and constructing a demand-oriented reading promotion service and work mode.

2.2. Helping to promote the transformation and development of university library functions into reading promotion services

The functions and service programs of university libraries in the traditional sense are manifested in the aspects of education and teaching, scientific research, talent cultivation, cultural cultivation, etc., and the core functions are educational functions and information services. The promotion of reading activities for all teachers and students and the creation of knowledge-based bookish higher education is one of the core indicators of the connotative development of a university. The strategic competitiveness of a university is inevitably the enhancement of talent cultivation capacity brought about by connotative development after the accumulation and perfection of the sectional system. In the era of knowledge economy, the reading atmosphere and reading habits of college students are important for the overall enhancement of talent cultivation capacity of colleges and universities. Under this background, the reading promotion function of college libraries is getting more and more attention. Throughout the current situation, reading promotion service in college libraries is generally characterized by backward service concepts and methods, incomplete service teams, and incomplete service mechanisms leading to low service quality. For this reason, colleges and universities combined with the service attributes of reading promotion activities, cultural characteristics and the overall situation of students' professional development, innovation to promote reading promotion supply-side and demand-side reforms, fully mobilize the participation of college and university student users enthusiasm, will help to improve the overall level of reading promotion construction, and further force the reading promotion supporting service system construction and service quality improvement, revitalization of the reading promotion of the innovation and development of vitality, and to promote the transformation and development of college and university libraries to reading promotion services.

2.3. Helping to fully activate the value function of reading promotion activities in college libraries

The development of reading promotion is an important path for college libraries to seek core competitiveness advantages in the era of knowledge and informationization, and college libraries carry out reading promotion services, focusing on scientific planning and design to

bring into play the value function of precise services. According to the basic function requirements of college libraries, their function can be specified as the establishment of a sound literature and information resource system and service system to serve colleges and universities, and their purpose is to participate in the construction of informationization of education and teaching in colleges and universities, high-quality talent cultivation and the construction of campus culture, and to utilize their own advantages in information resources and professional services for the connotative development of colleges and universities. Therefore, reading promotion in college libraries should break through the traditional book resource reading-based form in terms of connotation and service content, such as bibliographic promotion, guided reading activities, book exhibitions, etc., and should open up reading horizons, focusing on the needs of students' extensive reading, in-depth reading, and media integration, cultivating diversified reading promotion participants, expanding the reading promotion service horizons, integrating the reading promotion media, and cultivating the theoretical connotations of reading promotion. Reading promotion theory connotation, to create and form a new form of reading promotion centered on information technology, such as the establishment of a reading promotion model based on new media, big data, artificial intelligence and other information technology. Based on the needs of student users to promote the construction of reading promotion in college libraries, it helps college libraries to deeply embed and support the talent cultivation work and connotative development of colleges and universities, and fully release its value function.

3. Analysis of the demand elements of student users' participation in reading promotion in college libraries

From the point of view of demand theory, user demand in this paper includes two aspects of user psychological needs and user development needs, is the user in the process of engaging in creative thinking activities, in order to solve some of the problems arising from the psychological activities of the demand for information on knowledge. User needs to a certain extent with the user's education, major (discipline), information literacy, occupation, thought and behavior, mental state and so on there is a close connection. Under the background of knowledge economy, information society and education informatization, students' demand for library content also gradually presents diversified and personalized trends, college libraries are facing unprecedented challenges and changes, and library management and services are gradually forming the concept of user demand-centered. Academics have reached a consensus on user needs and improving user satisfaction, and have put forward user-centered theory and demand-centered theory and other related theories. The demand-centered theory insists that demand is the fundamental driving force for the development of all affairs, which provides the theoretical basis and support for the transformation and development of reading promotion function in college libraries in the new era.

Analyzed from the perspective of psychology, the theory of needs plays an important role in the formation and change of students' reading behavior. Psychological needs are the important driving force of individual behavior, and human behavior is directed by the basic psychological needs and the degree of satisfaction^[2]. By mining the key psychological needs of student users and their degree of satisfaction, the mechanism of reading behavior can be explored and analyzed, so as to formulate a targeted reading promotion model that promotes the formation of good reading behavior and habits.

Table 1 A Framework of Requirement Elements for Student User Participation in Reading Promotion Activities

Reader Type	Psychological Characteristics	Development Needs
University student	Hobbies and interests	Reading ability
	Sense of recognition	Expanding horizons and enriching knowledge
	Curiosity	Research capability
	Herd mentality	Future development

In order to accurately understand the psychological mechanisms and obstacles of student users' participation in library reading promotion activities, this study took the student users of Yulin College Library as the survey object, and carried out a survey on the willingness of student users to participate in reading promotion activities in college libraries (below referred to as the willingness to survey) from October to December 2022. The willingness survey utilized the interview method and the network questionnaire system Questionnaire Star to distribute 200 network questionnaires, of which 192 questionnaires were recovered.

3.1 Analysis of Psychological Needs of Student Users to Participate in Reading Promotion

Psychological demand analysis is to analyze the strength of the psychological characteristics of student users in the process of participating in library reading promotion activities, so as to grasp the general psychological characteristics of student users in participating in reading promotion activities, and to strengthen the pertinence of the construction of reading promotion activities. Through the statistical analysis of the survey results, 87.50% of the student users indicated that hobbies and interests were the most important factor that motivated them to participate in reading promotion activities in libraries, 36.98% of them believed that they participated in reading promotion activities in libraries out of curiosity, and 41.67% pointed out that they participated in reading promotion activities in libraries in order to obtain a positive sense of recognition from the libraries. It has been argued that positive identification with the library by readers helps to increase their emotional attachment to the library, which tends to generate motivation to utilize the library [3]. In addition, statistical analysis found that some students (about 8.85%) tend to make consistent choices with their roommates and classmates, i.e., herd mentality. Therefore, hobby, sense of recognition, curiosity and herd mentality are the main psychological characteristics of college students' participation in reading promotion activities, and the strength of the role of different psychological characteristics varies.

Table 2 Population distribution of psychological characteristics

Levels	n	%
Hobbies and interests	168	87.50
Sense of recognition	80	41.67
Curiosity	71	36.98
Herd mentality	17	8.85

3.2 Analysis of the Development Needs for Student User Participation in Reading Promotion

The highest level of human needs is the development needs, i.e., the needs for comprehensive development of human beings in all aspects of morality, intelligence, physicality, aesthetics, and labor, and the development needs centrally reflect the essence of human beings. Through the statistics of the survey results and interviews with some students, it is found that in addition to the four psychological factors mentioned above, the improvement of reading ability, the development of vision and knowledge, the improvement of scientific research ability, and the future development plan have become the most important developmental needs and internal impetus for student users to participate in library reading promotion activities. The survey results show that 92.71% of the student users want to improve their reading ability, 88.54% want to expand their horizons and enrich their knowledge by participating in reading promotion activities, 42.19% think that the main reason for their participation in reading promotion activities is to improve their academic level, so as to lay a foundation for their future graduate studies, and 38.02% want to improve their reading ability by participating in reading promotion activities, while 38.02% want to improve their reading ability by participating in library reading promotion activities. 38.02% of the student users hope that participating in reading promotion activities can help them in their future development planning. The results of the survey show that whether students participate in library reading promotion activities depends on whether they can help them improve their abilities, which will further promote the breakthrough in the design of reading promotion activities in college libraries in terms of breadth and depth.

Table 3 Population distribution of development needs

Levels	n	%
Reading ability	178	92.71
Expanding horizons and enriching knowledge	170	88.54
Research capability	81	42.19
Future development	73	38.02

In summary, the cognitive development of contemporary college students is in the rising stage and tends to be mature and stable, as a social independent individual has become more and more clear about what kind of knowledge and ability enhancement can be obtained by participating in reading promotion activities in libraries, which is no longer only out of curiosity, herd mentality and other factors. College

libraries should deeply grasp the expectations and psychological needs of student user groups for reading promotion activities, so as to plan and design high-quality, in-depth and broad reading promotion activities to attract more student user groups to participate in them. At present, many colleges and universities in China to organize reading promotion activities still remain in the book recommendations, book clubs, book drifting, expert lectures and other themes, a single mode of the traditional form of a single level, to meet the growing demand for the enhancement of college students for the enhancement of the comprehensive ability, especially the enhancement of the level of the inherent needs of the academic level, and to ignore the essential differences between the libraries of institutions of higher learning and the public libraries, which will lead to the library of higher education These will lead to a series of problems such as lack of professionalism, lack of innovation and transformation, and poor effect of reading promotion activities in college libraries.

4. The Method of Constructing the Reading Promotion Model in University Libraries

4.1 Make a research on the reading needs of the students' users

Through surveys and interviews with some college students, we found that the reading needs of college students are characterized by dynamism, complexity and multi-level. In this context, reading promotion staff in college libraries must conduct in-depth surveys to grasp the reading needs of college students and understand their real development needs. They should actively communicate with students, such as conducting relevant research before reading promotion activities are held, or arranging professional subject librarians to conduct in-depth survey visits to faculties and departments, collecting information related to professional (subject) teaching and students' reading needs, capturing students' reading direction and reading needs, accurately grasping the types of books to read and reading preferences, and filtering out the relevant books based on the results of the survey through professional book resources. At the same time, it is necessary to dynamically update the library collection resource base, do a good job in book purchasing, editing, shelving management and information retrieval, to ensure the timely introduction and updating of the collection of library resources, to meet the dynamic and diversified reading needs of college students, and to enhance the effectiveness of the library's reading promotion.

4.2 Enhancement of reading promotion publicity and training in college libraries

All the services of reading promotion in college libraries should always meet the basic needs of student users, and strengthening the publicity and training for student users is the basic work to meet the needs of student users. With the rapid development of Internet information technology and new media platform technology, it will become more convenient to carry out reading promotion and training. College libraries should strengthen the publicity and training for student users of reading promotion activities, and should combine the professional problems encountered by student users in the process of professional development and specific course learning, and periodically hold reading promotion publicity and training activities, which will help to cultivate the information literacy of student households and improve the user's retrieval skills, enhance the ability to improve professional learning and professional development, and cultivate a healthy and positive mindset. At the same time, periodic library reading promotion and publicity activities also help to enhance student users' knowledge of various library resources, help to improve the efficiency of the utilization of university library collection resources, and lay the foundation for the sustainable promotion and development of university library collection resources.

4.3 Establishment of a sound reading promotion system in college libraries

Along with the enrichment and diversification of digital resources in college libraries, the dynamization and complexity of students' user needs, as well as the automation and intelligence of the reading resource platform, the reading promotion system mechanism of college libraries should be upgraded simultaneously. Practice has proved that a scientific management system is the fundamental to improve the quality of reading promotion services in college libraries. Through the analysis of related literature, it is found that although the reading promotion in college libraries in China has some achievements in the system construction, it mainly focuses on the formulation of the activity rules of reading promotion activities, while the evaluation system and feedback mechanism that can reflect the effectiveness of the reading

promotion activities are very lacking. Therefore, college libraries should strengthen the systematic construction of reading promotion related systems to ensure that reading promotion activities release their due value, for example:

First, it is necessary to strengthen the construction of the team and its training system, to build a professional team of library reading promotion librarians based on subject (specialty) areas, and to establish and implement the responsibility system of subject librarians. Secondly, it is necessary to strengthen the awareness and ability of project management for reading promotion, establish a reading promotion project system, and lead the high-quality development of reading promotion activities with the construction and innovation of high-quality projects. Thirdly, to establish a feedback mechanism for evaluation of reading promotion activities, the organizers of reading promotion activities in colleges and universities should go deep into the faculties and departments through surveys and researches to understand the evaluation, satisfaction, suggestions and feelings of the users on reading promotion activities, so that the organizers and planners of reading promotion activities can improve in time and absorb the good feedbacks to make reading promotion activities with high satisfaction of the users. Fourth, the establishment of reading promotion alliance mechanism, in the context of the double dilemma of shortage of funds and talents, college libraries should strengthen the construction of reading promotion alliance mechanism among multiple subjects, with the help of intelligent resource platform to build a common construction, governance and sharing of the collection of resources and data security mechanism and disciplinary service ecosystem, and make full use of the advantages of various resources to organize high-quality reading promotion activities to meet the readers' high demand.

4.4 Enhance the intelligence of reading promotion in college libraries

Accompanied by the development of big data, cloud computing, artificial intelligence, Internet of Things, virtual reality information technology and deeply embedded in the field of education, technology in the construction of educational service platforms and the service process around the platform to play an obvious driving leading role^[4]. In the construction process of reading promotion in college libraries, it is necessary to make good use of big data technology and artificial intelligence technology to carry out accurate discovery, identification, prediction and intelligent and personalized service of user demand, further realize accurate positioning and management of users, and improve user literacy and platform service capacity^[5]. It is necessary to make full use of the real-time data collection, acquisition, statistics, analysis, storage and other functions of Internet information technology, increase the construction of reading promotion platforms, establish a reading promotion intelligent platform combining third-party communication tools and self-research open platforms, and establish a regular platform as the carrier of the pluralistic and ubiquitous reading promotion interaction. In terms of content, it is necessary to strengthen the construction of reading promotion content and provide hierarchical service content; in terms of service, it is necessary to develop functional modules with different needs, such as intelligent recommendation, sharing, in-depth reading, intelligent push, paid service, personalized customization, etc., so as to improve the automation and self-service experience of student users when using the platform, and to satisfy the multilevel, diversified and personalized reading service needs of students.

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