

Practice and Reflection on Online Book Crossing Services in Libraries: A Case Study of Jinan Library's "Shu Lai Shu Wang" Platform (Post-print)

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Abstract

[Purpose/Significance] Libraries' development of online book-crossing services can break through the limitations of traditional services, mobilize the vast pool of idle book resources within society, and address numerous issues existing in current domestic book-crossing activities or platforms. [Method/Process] This study provides a comprehensive overview of the background, main entities and parent platform, functions, usage methods, rules, operational status, funding support, awards, and user evaluations of the "Shu Lai Shu Wang" online book-crossing platform led by Jinan Library, and analyzes the advantages of this platform compared to existing domestic book-crossing activities or platforms, as well as the current problems of the platform. [Results/Conclusion] Libraries developing online book-crossing services should, building upon the experience of the "Shu Lai Shu Wang" platform, emphasize the following aspects: implementing multi-channel access, prioritizing book traceability, enhancing social services, and building a national brand.

Full Text

Practice and Reflection on Library Online Book Drifting Services: A Case Study of Jinan Library's "Book to Book" Platform

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Abstract

[Purpose/Significance] Library online book drifting services can break through the limitations of traditional services, activate massive idle book resources in society, and solve many problems existing in current domestic book drifting activities or platforms. **[Method/Process]** This paper provides a detailed introduction to the “Book to Book” online book drifting platform led by Jinan Library, analyzing its background, main bodies and parent platform, functions, usage methods, rules, operation status, funding support, awards, and user evaluations. It also examines the platform’s advantages over existing domestic book drifting activities or platforms and identifies current problems. **[Result/Conclusion]** Based on the experience of the “Book to Book” platform, libraries developing online book drifting services should: implement multi-entry operations, emphasize book traceability, enhance social services, and build a national brand.

Keywords: library; online book drifting service; “Book to Book” platform; book drifting website

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1. Introduction

Book drifting activities first emerged in Europe in the 1960s and were introduced to China in the early 21st century, gradually developing among both the public and libraries. Named after the way books flow among readers like ancient message bottles, book drifting essentially represents the exchange and sharing of idle books among readers. Early Chinese book drifting activities were all conducted offline. With the development of network technology, especially mobile internet, various online book drifting platforms have emerged. However, for various reasons, neither offline nor online activities have achieved sustainable, large-scale development. As an institution dedicated to reading promotion for over a century, libraries should make contributions in this area.

In June 2019, Jinan Library launched the “Book to Book” idle book drifting platform, which is documented as the first online book drifting service project in China’s public library sector and represents a major service innovation for libraries, particularly public libraries. By May 2020, the platform had successfully completed an 11-month trial operation. Analyzing this platform’s practices and problems can not only provide a new case study and model for academic research but also offer experience and reference for domestic libraries to better develop online book drifting services and find a path to sustainable development.

2. Current Status of Book Drifting Development at Home and Abroad

Book drifting is divided into offline and online forms, with the main difference being whether an online platform is utilized. Offline book drifting does not require network platform support but needs one or more physical reading spaces or book storage points, such as subway stations, book drifting corners, or storage cabinets, to facilitate book sharing, acquisition, and registration of reading demands. Online book drifting relies on websites, mobile Apps, WeChat or QQ groups, WeChat mini-programs, and other online platforms where readers share and disseminate books and reading needs in virtual space, with books transferred between readers via courier services. Some book drifting projects combine both approaches using O2O (online-to-offline) models, but since these still rely on a network platform, they are still considered online book drifting.

2.1 Foreign Book Drifting Situation The global popularity of book drifting is largely attributed to the success of “BookCrossing,” founded by American software engineer H. Ron in 2001. BookCrossing defines itself as a community website and has been called a “global drifting library” [1]. On this platform, each book is registered by its first sharer to generate a globally unique BCID number. After obtaining a book, readers can use this BCID to add various relevant information to the book’s electronic 档案, with all 档案 information visible to users. The platform adopts an O2O model where all book information is stored and displayed online, but sharing and acquisition occur offline. Sharers can leave books in cafes, “forget” them in parks, or share them in any feasible way. The website has nearly 1.97 million “BookCrossers” from 132 countries, with 13.21 million books currently drifting, making it the world’s largest and longest-running book drifting project. Currently, approximately 37% of BookCrossing users are from North America, 58% from European countries such as Germany, the UK, the Netherlands, and Finland, and 5% from Australia. Unfortunately, due to geographical, linguistic, behavioral, and cultural differences, the platform has extremely low awareness and usage in China, with a negligible number of Chinese users.

2.2 Domestic Offline Book Drifting Situation The earliest documented book drifting activity in China was the “Book Release Drifting” campaign initiated by Chunfeng Literature and Art Publishing House in 2004 using three bestsellers [2]. On April 23, 2005, World Book Day, the Ministry of Culture and the China Society of Library Science co-hosted the “Spring Drifting Books” launch ceremony at the National Library of China, kicking off national book drifting activities [3]. Since then, book drifting has emerged as a fashionable reading form in Beijing, Shanghai, Shenzhen, Qingdao, and other cities, gradually becoming an option for libraries’ reading promotion activities. However, most of these activities were offline events. According to incomplete statistics by E Lijun [4], as of March 2015, at least 38 university libraries and 32 district-level or above public libraries in China had conducted various forms and scales

of book drifting activities. Five years later, the number of libraries that have conducted such activities is certainly far greater.

Domestic offline book drifting takes many forms, including one-time events at specific times and locations, subway book drifting in Nanjing, Shenzhen, Tianjin, and Nanning, “Libraries in High Places” in Beijing, and the “Blue Ribbon Shared Micro Library” crowdfunding public welfare activity initiated by Guangzhou’s Qingyuan Daily. Nanjing’s Book Drifting Culture Station project began in June 2016, launching 208 stations in communities, schools, and enterprises by the end of 2017 [5], achieving considerable scale. However, the books in these stations almost entirely came from social donations (primarily from enterprises and institutions) rather than sharing among readers, making it more like an advanced form of traditional community library alliance rather than genuine book drifting.

In most offline book drifting activities, the source and destination of books are not recorded. People have no knowledge of where their shared books go or where obtained books come from, let alone achieving extensive connections and exchanges among readers through these activities. Combined with spatial-temporal limitations and lack of credit management mechanisms, neither libraries nor civil organizations have formed sustainable, large-scale offline book drifting operation paths.

2.3 Domestic Online Book Drifting Situation

2.3.1 Civilian Online Book Drifting Zhou Wenqi et al. [6] investigated eight online book drifting platforms that had emerged in China by 2011, including Book Drifting Website, Drifting Book Network, and Douban Book Drifting. However, since these platforms were built by non-profit civil organizations, they generally lacked human resources, funding, and promotional capabilities, and many operators lacked understanding of the book field. Coupled with conservative mindsets at the time and less mature courier services, these platforms have either disappeared or become zombie platforms without significant development.

Since 2010, new similar platforms have emerged, with typical examples including Baibai Bookshelf and Yiping Book Borrowing. Baibai Bookshelf was founded in 2010 by several university students, mainly targeting college students. The platform had no book purchase costs, with postage for inter-city book delivery borne by the lender. Initially popular, it attracted over ten thousand registered members. However, the founders’ ideals succumbed to reality, and due to its commitment to non-profit public welfare, the team lacked financial support and disbanded in 2013, causing the platform to cease operation. Yiping Book Borrowing is an App platform most similar to “Book to Book” in interface and function, released by Yiping Interactive Technology (Wuhan) Co., Ltd. in 2017. However, possibly due to the time needed for people to accept a new niche App and lack of promotion, the platform never achieved scale, with at most a few hundred books, and has long been stagnant.

2.3.2 Library Online Book Drifting Services In the university library field, Wei Li et al. [7] and Lin Yishan [8] conducted theoretical feasibility analyses and model designs for online book drifting in university libraries. Zhu Yuqiang [9] and Yin Mingzhang et al. [10] developed online book drifting WeChat mini-programs, but all remained limited to small-scale internal testing within individual universities.

In the public library field, apart from Jinan Library, the only documented proposal is by Yang Yan from Hubei Provincial Library [11], who suggested implementing an “O2O Book Drifting” project, but it was not put into practice.

To address various problems in domestic online and offline book drifting projects, Jinan Library led the construction of the “Book to Book” idle book drifting platform.

3. Analysis of the “Book to Book” Platform

3.1 Background

3.1.1 Policy Basis China’s *Public Cultural Service Guarantee Law* [12] and *Public Library Law* [13] provide the basic legal framework for public library work. The former states that “public welfare cultural units should improve service items, enrich service content, and create conditions to provide the public with free or discounted cultural performances, exhibitions, film screenings, radio and television programs, reading services, artistic training, etc.” [12]. Articles 36 and 40 of the latter specify that public libraries should “conduct reading guidance, book exchange, speech and recitation, book exchange and sharing activities” [13], and “establish online and offline integrated literature and information sharing platforms to promote book exchange and sharing activities” [13], thereby promoting nationwide reading. Developing online book drifting services represents practical action by libraries to implement these two laws.

3.1.2 Theoretical Basis Indian librarian Ranganathan’s “Five Laws of Library Science” [14] states as its first and third laws that “books are for use” and “every book its reader.” Here, “books” should include not only library collections but also every book with reading value. However, the spatial-temporal limitations, resource constraints, and book-reader matching challenges in library borrowing services objectively exist and are difficult to solve perfectly through traditional service models. In stark contrast, society contains massive idle book resources awaiting development. According to the *2018 Chinese Reading Report* [15], retail paper book sales in China reached at least 3 billion volumes in 2018, most of which remain idle in various corners of society, with their value far from fully utilized. By leveraging advanced internet technology to develop online book drifting services, libraries can not only overcome the limitations of traditional services, allowing readers to obtain desired books anytime and anywhere, but also activate massive idle book resources in society, enabling each book to maximize its value.

3.1.3 Socio-economic Development Conditions Library development is always based on overall socio-economic and scientific-technological progress. In recent years, smartphones and tablets have become indispensable parts of daily life. The popularization of automatic identification, IoT technology, and various applications has made online shopping, food delivery, and QR code scanning habitual. The rapid development of big data, cloud computing, and artificial intelligence has simplified data acquisition, storage, mining, and analysis. Advanced concepts and models such as C2C, O2O, and the sharing economy are deeply rooted in people's minds and are driving various industries toward a golden development period of upgrading. The courier service industry has become increasingly mature, efficient, and relied upon. All these provide conceptual, technical, and logistical support for libraries to develop online book drifting services.

3.1.4 Readers' Practical Needs A Jinan Library staff member learned from WeChat Moments about a reader's dilemma: as their child grew, suitable reading materials constantly changed, creating a contradiction—books piled up at home while new ones needed to be continuously purchased. The reader wanted to find book friends for exchanging books, freely share idle books, and then freely obtain others' books for their child. Similar confusions and ideas frequently appeared in various reader feedback channels such as letters and WeChat messages to Jinan Library. Readers' reading needs represent the direction of library efforts, making this feedback the most direct reason for the creation of the “Book to Book” platform.

3.2 Platform Main Bodies and Parent Platform “Book to Book” is led by Jinan Library and jointly constructed and operated with Jinan Publishing House and iCity Network. Jinan Library, as the leader, coordinates all work and is responsible for theoretical guidance, demand analysis, platform rule formulation, and functional design. Jinan Publishing House assists Jinan Library with related work while being responsible for courier coordination and fee settlement during platform operation. iCity Network is responsible for initial development and later iteration, providing technical support and user Q&A. All three parties jointly handle platform promotion and publicity. Book circulation between readers is entrusted by Jinan Library to China Post Logistics.

Currently, “Book to Book” has been launched on the Jinan station of iCity Network for trial operation. The iCity Network App is an integrated, all-weather smart city public service platform created by Inspur Group, aiming to enable citizens to enjoy all city services through a single App. iCity Network has implemented a national strategic layout with Jinan as the model, currently available in over 300 cities nationwide and operating in more than 60 cities. Increasingly, government departments, public institutions, and enterprises are actively integrating data and services into iCity Network. In 2019, iCity Network won the “Annual City Service Leading Brand” award, helping Inspur rank 7th in the “2019 Smart City Solution Provider Top 100.” During the COVID-

19 pandemic in 2020, the nation's first health travel code was born on iCity Network and adopted nationwide, demonstrating the platform's user base and R&D strength. By choosing iCity Network as its parent platform, "Book to Book" not only gains access to the most advanced and reliable cloud computing, big data, and mobile internet technologies but also shares user resources. Meanwhile, iCity Network's national layout strategy also creates conditions for future expansion of "Book to Book" to the entire province and even nationwide.

3.3 Platform Functions and Usage Methods Readers open the iCity Network App and click the "Book to Book" icon on the homepage to enter the platform. On "Book to Book," Reader A can post information about their idle books for others to browse. Reader B can order the book, and a courier will collect it from Reader A and deliver it to Reader B. After reading, Reader B can continue to pass the book to Reader C through the platform. In this way, a book originally belonging to Reader A can be shared and read by an increasing number of readers through the library's platform.

When sharing books, users scan the ISBN barcode on the back cover, and the book's title, cover image, author, publisher, and introduction are automatically imported into the system. Sharers can categorize the book, select pickup time and location, and write a recommendation. Acquirers can search for books by keywords or browse the library by category, bookmarking and ordering favorite books. The process for readers sharing and acquiring books is detailed in Figure 1 [Figure 1: see original paper]. The platform categorizes all books into four types: children's/maternal-infant, literature/fiction, textbooks/teaching materials, and others. Books recommended by users and most popular books are separately listed as "User Recommended" for selection. Additionally, users can view all their orders and their shared and acquired book lists on "Book to Book," as well as each reader's online "bookshelf."

3.4 Platform Rules

3.4.1 Real-Name Registration System To prevent illegal users from uploading illegal books or inserting illegal propaganda materials and to enable timely traceability when such situations occur, users must complete real-name authentication to use "Book to Book," providing personal information such as ID numbers and phone numbers. The platform ensures users' personal information is not disclosed.

3.4.2 User Permission Regulations Under current rules, the number of books a reader can acquire on the platform equals the number of books successfully shared plus 3. That is, each reader can acquire 3 books without any threshold. To acquire more books, readers must share a corresponding number of books. Only when shared books are successfully acquired by others can sharers obtain corresponding book acquisition permissions. This regulation encourages readers to upload quality books.

3.4.3 Regulations on Book Sharing and Acquisition Vouchers Currently, the platform uses iCity Network’s unique “Colorful Stone” system as the intermediary “currency” for sharing and acquiring books. Readers receive 10 times the book’s price in Colorful Stones for each successfully shared book, paid by the book acquirer.

3.4.4 Violation Penalties To prevent fraud, deception, uploading or sending illegal publications, or failing to send books after they are acquired, the platform has established punitive rules. Sharers can “delist” uploaded books before any user places an order, but cannot delist after an order is placed and cannot refuse to send books when couriers arrive for pickup. If a book owner fails to send a book 8 days after an order is placed, the order status becomes “failed delivery.” Readers with 2 cumulative failed deliveries are banned from using the “book sharing function” for 1 month, 3 failures for 2 months, 5 failures for 3 months, and 6 or more failures result in permanent account termination. Users uploading pirated books, inserting illegal publications in books, or having serious discrepancies between uploaded book information and actual books sent will have their accounts terminated, with legal responsibility pursued for suspected illegal or criminal activities.

3.5 Platform Operation Costs and Funding Support Under the current model, “Book to Book” has only courier subsidies as operation costs. Jinan Library and China Post Logistics have agreed that completing both pickup from sharers and delivery to acquirers counts as one order, with a courier fee of 6 yuan per order, subsidized by the government for 4 yuan, with acquirers paying 2 yuan. That is, users only need to pay 2 yuan in courier fees to acquire desired books on the platform. Compared with the time, energy, and money costs of buying books or borrowing from libraries, the reading cost of acquiring books through “Book to Book” is obviously lower and more cost-effective—a major benefit of book drifting on the platform. Jinan Library has already applied for and received 3 million yuan from Shandong Province’s cultural benefit consumption season funds specifically for courier subsidies during the platform’s trial operation period, which can cover 750,000 orders—a considerable amount for a new public welfare platform. In the future, as the project matures and its influence grows, the government will provide corresponding financial support.

3.6 Platform Operation Effects and User Evaluation By mid-April 2020, the “Book to Book” platform had over 10,000 users, with more than 50,000 books uploaded and nearly 10,000 courier orders generated. The platform’s book drifting leaderboard shows that the top user has shared 114 books, and the second-place user has successfully shared 112 books, fully demonstrating that the platform has gained widespread reader recognition and achieved initial success.

Liu Yanbin, a loyal reader of Jinan Library and a book lover, says that after the launch of “Book to Book,” sharing books, acquiring books, reading, and then

sharing again, as well as sending and receiving book couriers, have become part of his life. He says the platform has brought him great convenience—costing only 2 yuan to read a book—and provides the experience of sharing books and meeting book friends, which is immensely enjoyable. In terms of book types, children’s books currently account for about 70% of platform books, reflecting parents’ emphasis on their children’s reading.

The “Book to Book” project has not only been welcomed by readers but also fully recognized by authorities. In the 2019 Shandong Provincial Cultural Innovation Award selection, the project ranked first in the preliminary evaluation among nearly 300 applications from major universities and enterprises across the province and ultimately won the award. The Shandong Provincial Cultural Innovation Award is the only cultural innovation award approved by the central government and established by the provincial government, selecting only 30 outstanding achievements every two years.

4. Advantages and Problems of the “Book to Book” Platform

4.1 Advantages of the “Book to Book” Platform

4.1.1 Comparison with Offline Book Drifting and Traditional Library Services (1) **Service Convenience.** Traditional library services and offline book drifting activities have strong spatial-temporal limitations. Through the “Book to Book” platform, people only need a mobile phone to upload their books and order others’ books anytime, anywhere, with couriers picking up and delivering books—making book drifting as simple as ordering takeout.

(2) **Richness of Literature Resources.** Compared with the spatial-temporal, variety, quantity, and book-reader matching limitations of offline library book drifting and traditional services, the “Book to Book” platform is equivalent to establishing an online bookshelf for all Jinan citizens. Theoretically, all books from all users could be shared online for others to browse and acquire anytime, anywhere. Over time, this library’s scale will be enormous, making it easier for people to find their favorite books.

(3) **Data Processability.** In many offline book drifting activities, information about books, their sources, destinations, sharers, and beneficiaries is either not recorded or only recorded on paper, making queries and statistics cumbersome. The “Book to Book” platform uses advanced technologies such as big data and cloud computing to accurately record all user and book information and conduct various statistical analyses at any time.

4.1.2 Comparison with Other Online Book Drifting Platforms (1) **Resource Advantage.** Almost all domestic online book drifting platforms have been created by civilian enterprises, organizations, or individuals. Lack of human resources, funding, promotion, and professional expertise are the main reasons why civilian online book drifting platforms cannot succeed. The “Book

to Book” platform is jointly constructed and operated by a public cultural institution and two powerful state-owned enterprises. Not only can resources such as manpower, technology, and promotion be shared without additional costs, but it also receives stable government funding support, ensuring the platform’s long-term stable development.

(2) Industry Advantage. Most civilian book drifting platform operators lack professional backgrounds in reading promotion or book publishing, making it difficult to attract user attention and usage, especially under funding shortages. Jinan Library and Jinan Publishing House have been deeply involved in book borrowing or publishing services for many years, possessing good social images and fixed reader groups. Moreover, the China Society of Library Science and many expert leaders in library science have shown strong interest in “Book to Book,” providing opportunities to attract more users through the nationwide network of libraries at all levels.

(3) Team Advantage. Both Jinan Library and Jinan Publishing House have professional reading promotion teams who regularly communicate with readers and understand their reading habits, behavioral characteristics, and practical needs, enabling targeted scientific functional design and rule formulation and modification. Additionally, Inspur Group has a strong technical development team that can provide professional technical support for the project.

These three advantages are difficult for other domestic online book drifting platforms to match and are key to the “Book to Book” platform’s potential for long-term sustainable development.

4.2 Problems of the “Book to Book” Platform First, as a smart city construction cloud platform for a city, iCity Network continuously adds service functions to attract more users. Therefore, “Book to Book” can currently only operate on iCity Network as its sole parent platform. Users must first install and register for iCity Network to use “Book to Book,” which 无形中 sets up a barrier for many people in an era when they already have numerous Apps on their phones.

Second, in the book drifting process, many book owners want to share only the right to use books without giving up ownership, or want to track books’ drifting trajectories and dynamics at any time. Many users also want to share their reading insights and reflections, but such functions are not yet available on the platform.

Third, in reality, readers have extensive needs to expand social connections through reading, but the current version of “Book to Book” has not addressed this point. People cannot express their views on the platform or communicate conveniently with other book friends.

Additionally, the “Book to Book” platform is still in the trial operation stage. To control courier subsidy costs and avoid risks, its service scope is currently

limited to Jinan's urban areas, and users outside this scope cannot yet enjoy the convenience brought by this service.

5. Recommendations for Libraries Developing Online Book Drifting Services

5.1 Implement Multi-Entry Operations Book drifting is not a necessity in people's lives, and people's dependence on book drifting platforms is far less than their dependence on WeChat, Toutiao, and other platforms. To attract more readers, libraries' online book drifting platforms should not be satisfied with using a single platform or residing on one parent platform. Instead, they should operate through multiple entries, developing separate Apps and websites while setting up installation-free convenient entrances on library official websites, WeChat official accounts, and Weibo accounts. The platform should also reside on third-party platforms such as WeChat, Alipay, and iCity Network in appropriate ways (such as WeChat mini-programs) to maximize convenience for users with different habits and preferences. Of course, different entries should use unified databases and rules, and could even link to the same interface to ensure maximum platform consistency.

5.2 Emphasize Book Traceability Book traceability can not only help readers retain book ownership but also enhance platform user experience. Libraries' online book drifting services can learn from the American "BookCrossing" platform by establishing an electronic 档案 for each book, preserving all information including the first sharer, drifting path, all acquirers, reading insights, and comments. This information can be displayed to users through various visualization methods such as drifting maps, and the dynamics of each book can be sent to its first sharer and all users who have obtained the book via text messages or WeChat messages. Additionally, to encourage more users to share quality books, the platform should have a book return function, establishing return rules and mechanisms that allow the first sharer to permanently own the book while only sharing the right to use it, and to retrieve their book at an appropriate time in an appropriate way.

5.3 Enhance Social Services Marxist philosophy holds that "the essence of human beings is the sum of social relations," and social interaction is a basic need for human survival and development. The mission established by American "BookCrossing" is to "connect people through books" [16], and its success fully demonstrates that readers' needs to expand social connections through book drifting should be met. Therefore, libraries must emphasize the social function design of online book drifting platforms and establish a social network based on book drifting services.

Libraries can learn from successful social platforms by designing user homepages on online book drifting platforms that record and display basic user information, shared and acquired books, reading preferences, reading dynamics, reading

insights, book recommendation videos, etc., and allow users to design their personal interfaces independently. This not only gives users a stronger sense of presence, participation, and belonging but also greatly facilitates mutual understanding among users. The platform can open instant messaging tools and community exchange platforms, then use big data analysis to conduct one-to-many, many-to-one, and many-to-many matching for all users, recommending book friends with the same or similar reading preferences to users, allowing like-minded book friends to connect and communicate through the platform.

The platform can also launch location-based social services similar to “Nearby People,” allowing users to see what books nearby book friends have shared, enabling nearby users to share and acquire books offline. This can not only reduce courier subsidy costs but also increase opportunities and frequency of exchanges among book friends. Additionally, various offline activities such as reading clubs and parent-child activities can be held, allowing readers to share books online and interact offline, further enriching the forms and content of book drifting services and enhancing user experience and stickiness.

5.4 Build a National Brand Online book drifting services must rely on an online platform, and for an online platform to achieve significant development, it must have a certain level of attention—what is commonly called traffic today, which includes not only user numbers but also book numbers on the platform. Generally, people pay more attention to and have stronger trust in nationally renowned platforms than regional platforms for a single city. American “BookCrossing” has achieved global success precisely because of its openness.

Libraries can use the China Society of Library Science as a link to unite libraries at all levels and regions, including public libraries, university libraries, and primary/secondary school libraries, to establish a cross-industry, cross-regional online book drifting service alliance and jointly build a nationwide online book drifting platform. Additionally, libraries developing online book drifting services can adopt not only the courier model but also learn from and introduce the O2O model of American “BookCrossing.” Through appropriate rule design, both models can operate in parallel, achieving “data running online, books drifting offline.” This can not only completely eliminate geographical restrictions on readers and expand service scope but also reduce the financial costs generated by the courier model, while compensating for the monotony of the courier model with rich offline scenarios and novel experiences. The integration of the two models will complement each other and certainly achieve a “1+1>2” effect.

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Practice and Thinking of Library’s Online Book Drifting Service: Taking the “Book to Book” Platform of Jinan Library as an Example

Abstract: [Purpose/significance] The library’s online book drifting service can not only break through the limitations of traditional services, but also activate the massive idle book resources in the society, and solve many problems existing in the existing book drifting activities or platforms in China. [Method/process] This paper introduced in detail the background, main body and parent platform, functions, usage methods, rules, operation, funding support, awards, user evaluation, etc. of the “Book to Book” online book drifting platform led by Jinan Library. At the same time, it analyzed the advantages of the platform

compared with the existing book drifting activities or platforms in China, and the shortcomings of the platform. [Result/conclusion] On the basis of learning from the experience of the “Book to Book” platform, the following points should be done well in carrying out online book drifting service in libraries: achieving multi-entry operation, attaching importance to book traceability, improving social services, and building a national brand. But it should be optimized and improved in the following aspects: achieving multi-entry operation, attaching importance to book traceability, improving social services, expanding service scope, etc.

Keywords: library; online book drifting service; “Book to Book” platform; book drifting website

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.