

Media Convergence Model and Practice Exploration for University Library Reading Promotion: A Case Study of Northeastern University Library (Postprint)

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Abstract

[Purpose/Significance] Reading promotion is inseparable from the study of promotional media and related means. At present, with the advancement of media technology, the deep convergence of traditional and new media has become the primary form of media development. Investigating novel extensions of reading promotion initiatives under media convergence holds significant importance. [Method/Process] This study analyzes the research status of media in reading promotion, the models and implementation methods of reading promotion under media convergence, summarizes practical experiences of media convergence in library reading promotion, and identifies key issues requiring resolution in the media convergence model for university library reading promotion. [Results/Conclusion] University library reading promotion initiatives must develop a deeper understanding of media development trends and operational mechanisms, emphasize the leveraging of media convergence effects, and more effectively maximize the benefits of reading promotion.

Full Text

Media Integration Model and Practice of Reading Promotion in University Libraries: A Case Study of Northeastern University Library

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Abstract:

[Purpose/Significance] Reading promotion is inseparable from research on promotional media and related means. With the development of media technology, the deep integration of traditional and emerging media has become the dom-

inant form of media evolution. Studying new developments in reading promotion under media convergence holds significant importance. **[Method/Process]** This paper analyzes research on media application in reading promotion, examines models and methods for reading promotion work under media convergence, summarizes library practices in integrated media reading promotion, and identifies key issues that university libraries must address in developing media integration models for reading promotion. **[Result/Conclusion]** University library reading promotion must better understand media development trends and operational patterns, emphasize the role of media integration, and maximize the effectiveness of reading promotion.

Keywords: media integration; new media; reading promotion; university library

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Reading promotion is a service through which libraries design, organize, and configure elements such as readers, reading materials, and promotional media. Through the interaction of these elements, libraries help cultivate reading habits, stimulate reading interest, and enhance reading skills [1-2]. Research on reading promotion necessarily involves studying promotional media, platforms, channels, and tools. Since the 1990s, as information access channels have diversified and readers' habits for obtaining resources and services have changed, traditional metrics such as in-library borrowing have declined. This has made proactive promotion of resources and services a primary strategy for libraries to address these challenges [3], with the effective use of various media for reading promotion becoming increasingly important [4].

In the continuous development of media technology and the emergence of new media forms, China officially launched its media convergence initiative in 2014 when the Central Leading Group for Comprehensively Deepening Reform passed the "Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media" [5]. "One-time collection, multi-media presentation, and multi-channel distribution" [6] has become the new characteristic of media communication. Traditional and emerging media are converging in content, mechanisms, personnel, and channels, with different media forms becoming more interconnected and information dissemination requiring more coordinated planning. However, in the field of reading promotion, research that deeply aligns with media operational patterns and integrates into media development strategies under the trend of media convergence remains relatively scarce, showing certain lag. Exploring new models and practices for university library reading promotion under media convergence, and leveraging media to enhance promotion effectiveness, holds strong practical significance and application value.

2. Research on Media Application in University Reading Promotion

Since 2004, the China Library Association has advocated for nationwide reading and organized “World Book Day” activities. In 2006, it established the “Science Popularization and Reading Guidance Committee,” now known as the Reading Promotion Committee [7], giving increasing attention to reading promotion work and research. A CNKI subject search for “reading promotion” yields 11,132 Chinese-language articles (as of October 13, 2019), with analysis showing that research has intensified in recent years, particularly after the 18th National Congress of the Communist Party of China proposed “carrying out nationwide reading activities” in 2012. For university libraries, the “three-dimensional reading” promotion activity at Tongji University in 2010 generated significant impact [8], inspiring many university libraries to leverage their comprehensive advantages in facilities and talent to conduct multi-faceted, multi-level series of activities around a single theme through exhibitions, lectures, performances, and other forms. Institutions such as Shenyang Normal University Library [9] have since carried out practical explorations.

Media application in university library reading promotion gradually gained attention after 2011. Using the search criteria SU= ‘reading promotion’ ‘*university*’ (‘media’+‘medium’), a secondary professional search yields 305 Chinese-language articles (as of October 13, 2019). While this represents a small proportion, the number shows a year-by-year growth trend. Excluding generic keywords such as “reading promotion,” “university library,” “library,” and “reading promotion activities,” research themes include “new media,” “new media era,” “digital reading,” “micro-media,” “new media reading,” “all-media era,” “WeChat public platform,” and “social media.” This demonstrates that library reading promotion work continues to innovate alongside media development and changing communication methods, with university libraries increasingly emphasizing the use of media for exploration and practice.

In 2011, Chen Weiping proposed that librarians should update their concepts and actively understand and adapt to the processes and characteristics of digital reading to adjust service strategies [10]. Yuan Shifen argued that new media such as e-books, mobile libraries, newspaper reading systems, and LED screens provide new reading experiences for readers, requiring reading promotion to propose new strategies [11]. The emergence of Weibo in 2009 and WeChat in 2011, with features like instant sharing, friend circles, and message push, created new information dissemination forms. University libraries gradually began using Weibo and WeChat platforms for reference consultation, mobile reading, information push, and resource sharing [12]. According to data from the Qingbo Index platform (as of November 20, 2019), there are 164 WeChat public accounts under the keyword “university library” and 228 under “college library” [13]. Cheng Aiping proposed a micro-media promotion management model for digital reading in the digital reading environment, suggesting the establishment of library digital reading promotion committees and teams to enhance promotion

effectiveness through new and micro-media technologies [14]. After 2015, the industry began forming three-dimensional reading promotion models for new-era readers [15], emphasizing comprehensive utilization of promotion subjects, activities, media, and reader feedback.

Current challenges for university reading promotion include diversified reading needs, declining promotion stickiness, insufficient marketing, and inadequate contextualization, requiring university libraries to adapt to media convergence and innovate based on their own characteristics [18]. The “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media” calls for adapting to emerging media communication characteristics, innovating editorial processes, and optimizing information services [19]. General Secretary Xi Jinping has repeatedly emphasized the importance of media convergence and innovative communication methods [20]. At the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform, he stressed the need to follow news communication laws and emerging media development laws, strengthen internet thinking, and adhere to the complementary and integrated development of traditional and emerging media [21]. In January 2019, at the 12th collective study session of the Political Bureau of the CPC Central Committee, he pointed out the need to coordinate relationships between traditional and emerging media, central and local media, mainstream and commercial platforms, and mass and specialized media to form a resource-efficient, rationally structured, differentially developed, and synergistically efficient all-media communication system [22].

Under these circumstances, university library reading promotion must 重新认识媒体 (reacquaint themselves with media), better adapt to new media communication patterns, actively explore reforms to existing work models for self-built media such as homepages, Weibo, and WeChat public accounts, establish interactive relationships with various levels of media, and thereby maximize reading promotion effectiveness. Among 21,849 Chinese-language articles with “media integration” as the theme in CNKI (as of February 10, 2020), only 94 are in the library and information science discipline, indicating that research on media integration in university library reading promotion remains insufficient. Further research on how to use media integration for reading promotion has important practical significance.

3. Media Integration Practice in Northeastern University Library Reading Promotion

3.1 Overall Approach

The purpose of reading promotion is to actively and comprehensively influence readers’ reading interests and behaviors, thereby better assisting readers and enhancing the value of library resources. Insufficient attention to media use or reliance on single or fragmented promotion channels results in limited audience reach, influence, and effectiveness. Under the current trend of media conver-

gence, university libraries should fully adapt to media development patterns and characteristics, maximizing the synergistic effects of traditional media (newspapers, television, radio) and new media (websites, Weibo, WeChat) to promote more rapid revelation, fuller presentation, and wider dissemination of library resources, provide deeper services, and maximize promotion effectiveness.

This requires both coordinated planning, deployment, and operation of library-owned media through the establishment of reading promotion working groups, formation of versatile composite teams, and establishment of efficient work mechanisms, as well as building broader linkage mechanisms between library-owned media and university-level and mass media. By integrating into the “grand publicity” framework and eliminating the “island effect” of single media, library resources can better serve readers.

3.2 Organizational Guarantee

University library reading promotion should first establish organizational guarantees by creating permanent and supporting institutions—reading promotion working groups responsible for overall promotion work. This includes formulating promotion goals, strategies, and plans based on readers’ needs, characteristics, and preferences; selecting communication channels and promotion strategies; tracking promotion progress; collecting and analyzing reader feedback and information from various media; and providing supplementary information and improvement suggestions. Northeastern University Library (hereinafter referred to as “the Library”) established a reading promotion working group in 2016, led by the library director and coordinated by deputy directors, with members from circulation, reading rooms, reader services, systems, and office departments. The group is responsible for planning and organizing reading promotion projects, programs, activities, and media operation strategies and implementation [23], with supporting incentive measures.

3.3 Personnel Guarantee

Deep media integration is ultimately about personnel integration [24]. To better conduct reading promotion, the Library has formed a versatile composite team—under the guidance of the reading promotion working group, a WeChat operation working group was established. A deputy director in charge is responsible for overall planning, supervision, and review of the WeChat public platform; the head of the systems department handles specific communication and coordination; systems department members are responsible for soliciting contributions, editing, publishing, and responding to reader online messages and statistics; and other supporting departments provide assistance. The working group comprises over 20 writers and editors. Additionally, there are correspondents for university-level media responsible for releasing library activity information externally. The Library also conducts series training, such as inviting experts to give reports on current affairs and writing themes. With “small topics” and “small scale” as characteristics, it advocates specialized and in-depth exchanges

and learning, where librarians can also serve as speakers. Specialized reports and exchange activities have been conducted on topics such as “Digital Humanities and Library Digital Scholarship” and “Zero-Based Graphic Layout Training.” WeChat copywriting competitions have also been held. These measures effectively help librarians improve their work capabilities.

3.4 Establishing a Closed-Loop Work Mechanism and Multi-Level Media Linkage

In terms of information release, the Library has established a closed-loop work mechanism of planning-topic selection-pushing-feedback, as shown in Figure 1 [Figure 1: see original paper].

Planning and Topic Selection Stage: Regular meetings are held to discuss recent reading promotion goals and tasks and various feedback information to determine topics. The timing and frequency of reading promotion activities are comprehensively planned, balancing regularity and innovation.

Pushing Stage: A hierarchical review system is implemented by editors, department heads, and deputy directors in charge, who provide revision suggestions on titles, text, images, and layout, and promptly feedback to authors and editors for revision. When necessary, other deputy directors or the director/secretary are invited for final review to ensure content authority and accuracy. Multiple multi-level media linkage push plans are formulated to form a comprehensive and diversified reporting and publicity matrix across various necessary media, strengthening promotion effects.

Feedback and Improvement Stage: The working group regularly monitors reader data from WeChat and Weibo back-ends and homepage visits, promptly responds to reader questions, and understands reader needs and preferences. At the end of each year, statistics are compiled on the most-read, most-liked, and most-shared topics to understand reader preferences and adjust reading promotion plans. Information about library reading promotion work reported or republished by various media is collected and re-edited for republication on the library’s WeChat public account and homepage.

3.5 Building a Multi-Level Media Integration Interaction Model

3.5.1 Integration and Interaction of Library-Owned Media Through the reading promotion working group, the closed-loop work mechanism, and media linkage mechanisms, the Library’s various self-built media first achieve integrated development and become an important source of university-level reading promotion information. Centered on the library WeChat public account, content production and release are linked with the library homepage and Weibo. In 2019, for example, the Northeastern University Library WeChat public account published 124 issues with 254 articles, reaching over 18,000 followers. Various departments have created distinctive special columns based on their positions, such as the Information Literacy Micro-Lecture “Weixue Classroom” from the

Information Consultation Department, the “Traditional Chinese Studies Classroom” from the Document Construction Department, and the “Reading List” from the Circulation Department. Based on these activities and content, selective publication on the library homepage and recommended publication on the university homepage, Weibo, and WeChat create a broad communication layout.

The Library coordinates plan formulation, such as setting up various types, models, and content for reading promotion targeting different majors and needs; timing regular reading promotion activities to align with orientation season, post-graduate entrance exam season, graduation season, employment season, and holidays; determining duration based on readers, content, and models—time-sensitive content following news events should be pushed immediately to leverage event 热度 (heat) and attention to promote library services; and selecting channels based on content type, choosing among WeChat, Weibo, or homepage with differentiated content and formats for different media. Three levels work comprehensively: first, multiple expression forms (text, images, audio, video) make reading promotion more “three-dimensional”; second, in-depth reporting comprehensively displays works and their stories—through comprehensive and in-depth reporting on award-winning works from the National College Student Chinese Classic Literature Recitation Competition, including appreciation of the works and sharing of the authors’ insights and book recommendations, readers are more influentially and persuasively guided to enjoy reading; third, close cooperation with traditional media is maintained.

3.5.2 Integration and Interaction Between “Library-Level + University-Level” Media Using self-built media content as the core, interactive cooperation is established with university-level media such as the university newspaper, radio, television, and official Weibo/WeChat accounts.

(1) “WeChat + Newspaper Column” for Book Review Promotion: Maximizing the Impact of In-Depth Reading. Book reviews are critical essays analyzing and evaluating book content and format. Conducting book review writing not only enhances readers’ personal appreciation but also serves as an effective reading promotion method [25]. Since 2016, Northeastern University Library has continuously conducted online and offline book review activities, using its WeChat platform for publicity and attracting faculty and student participation, with nearly 4,000 people reading and participating and a large number of book reviews collected. Meanwhile, in collaboration with *Northeastern University Newspaper*, a special column was planned and launched to continuously publish award-winning works with QR codes for the books to facilitate in-depth reading. As the official newspaper of the university party committee, *Northeastern University Newspaper* has a systematic review team, fixed distribution channels, and a stable audience, with tens of thousands of copies printed and delivered to faculty and students on schedule, providing the library’ s reading promotion with stable and broad coverage. The library’ s official WeChat tracks

and republishes this column's content, continuing to leverage its information value.

(2) “WeChat + Campus Radio” Supporting Reading Aloud Activities: Making Classic Works Heard Everywhere. Reading aloud combines listening and reading and has become an important method in reading promotion, especially since the broadcast of “The Reader” program, which has received widespread attention and high praise [26]. Many university libraries have subsequently carried out similar activities. The Library has conducted reading aloud activities based on reading booths and the WeChat platform, with over 8,000 participants. Through the WeChat platform, it has published articles such as “Come Claim Your Prize! Who is the Most Beautiful University ‘Voice’ ?” featuring award-winning audio works, reading experiences, and recommended book chapters. The advantage of media integration is evident: the Library coordinates plan formulation, using multiple expression forms (text, images, audio, video) to make reading promotion more “three-dimensional” ; conducting in-depth reporting to comprehensively display works and their stories; and cooperating closely with traditional media. During activities, students from the campus radio station—a gathering place for reading talent—are invited to participate, ensuring overall activity quality. Meanwhile, special columns are planned to leverage the campus radio's extensive coverage, professional production team, and equipment to spread classic works throughout the campus.

(3) “Television + Weibo” Promoting “Book Doctors” : Making Civilized Reading More Appealing. The “13th Five-Year Plan” for nationwide reading states that reading is an important way for humans to acquire knowledge and increase wisdom, and a crucial pathway for a nation's spiritual development and cultural inheritance [27]. Advocating civilized reading behavior and cultivating good reading habits are also important components of reading promotion. Previous methods such as publicizing civilized reading conventions and strengthening institutional constraints have had some effect but failed to truly touch readers' hearts. Northeastern University Library's official Weibo has over 200,000 followers and was awarded “Most Influential Education Official Weibo.” The library emphasizes joint interaction with the university's official Weibo, achieving good results. For example, the “Book Doctor” activity displays damaged books and invites readers to witness and participate in the book repair process. The university television station was invited to record and release a short video on the university's official Weibo: “Do you know how Kraft paper books are made? Let's follow the lens of the Northeastern University Campus Civilization Micro-Video Competition organizer to see how Library's Teacher Wang gives books a new lease on life!” Readers commented: “Spreading civilization, let's be civilized Northeastern University students together” and “Cherish books, leave fragrance on your hands.” Additionally, multiple themed promotion activities such as “World Book Day” and inviting faculty and students to select books were jointly released.

(4) “Library WeChat + University Official WeChat” Jointly Recom-

mending Booklists: Making Good Books More Visible. Recommended booklists are important means for libraries to serve readers and conduct reading promotion. The Library's official WeChat has launched series such as "Northeastern University Masters—Academician Series," "Traditional Chinese Studies Classroom," and "Must-Read Books for New Majors" targeting different groups and timing. The university's official WeChat has over 30,000 followers. The library has jointly launched annual library borrowing list recommendations with the university's official WeChat, reaching over 3,000 readers. "I Crossed a Thousand Years to See You, Searching for the Mottled Traces of Time" showcased the ancient books collection and catalog, reaching over 5,000 readers with more than 150 likes. Using the same information about the reopening of the Nanhu Library building, the library's WeChat article "Open: Your Library" received 4,929 views, while the university's official WeChat article "Stunned, Nanhu Library is Open! No Time to Think of a Title, Come See It Now!" received 40,489 views—a tenfold increase in attention. This linkage greatly enhances the influence and awareness of the library and its resources and services.

3.5.3 Integration and Interaction of "Library-Level + University-Level + Mass" Media Universities implement spokesperson systems, generally with the university party committee propaganda department head (or news center director) as the spokesperson and the propaganda department (news center) as the unified outlet for external publicity, responsible for establishing the university's image and coordinating internal and external media linkages [28]. While strengthening reading promotion publicity, university libraries should emphasize communication, promptly reporting news points and department work. For example, for "World Book Day" activities, the library director was invited to write "Reading Should Cross Disciplinary Boundaries," combining personal learning and research experience to illustrate the important impact of interdisciplinary reading habits on knowledge innovation. Pushed by the university propaganda department (news center), it was published on the People's Daily Education Channel. Subsequently, it was republished and pushed on the university homepage and Weibo and the library's WeChat public account, and then forwarded by platforms such as Henan Nonferrous Metals and Sohu Public Platform.

Currently, university-level media generally use news websites or official WeChat as central platforms for publicity work. Articles written by editors and reporters are immediately released on news websites or official WeChat, followed by radio stations, television stations, and Weibo. These also become important platforms and channels for mass media to collect information. For example, Northeastern University Library's articles published on self-built and university-level media, such as "Stunned, Nanhu Library is Open! No Time to Think of a Title, Come See It Now," have been republished by mass media. Additionally, the news website has a "Media Northeastern University" column collecting and publishing reports from various mass media about the university. At year-end, media report compilations are generally produced, and periodic WeChat highlights are conducted, allowing various news information to continue playing a role.

3.6 Effectiveness and Impact

3.6.1 Multi-Level Linkage to Expand Influence In the rapidly developing information technology environment, university libraries serve not only on-site users and not only during opening hours. From the perspective of electronic resource usage, university libraries have even become “24/7 non-stop” service providers. Therefore, reading promotion must adapt to changes and fully utilize various levels of media to expand influence, extend services, and enhance communication. Using the example of Northeastern University Library’s joint release with the university’s official WeChat, the same information about the reopening of the Nanhu Library building received 4,929 views on the library’s WeChat, while the university’s official WeChat version received 40,489 views—a tenfold increase. According to the Southern Weekend Data Laboratory’s China University WeChat Ranking that week, the university’s official WeChat account ranked fifth among university accounts, while the library’s official WeChat ranked ninth among library accounts. This linkage approach significantly enhances the library’s influence and visibility.

3.6.2 Coordinated Planning to Form Characteristics Media linkage promotion requires coordinated planning, including content production and collection, photography, release timing, format, and media selection. Northeastern University Library’s reading promotion cases, which integrated multi-departmental efforts, have received multiple awards. “My ‘Bookish Youth’ – Northeastern University ‘Customizes’ Exclusive Four-Year Reading ‘Chronicles’ for Students” won first prize in the National Metallurgical Colleges Reading Promotion Planning Competition, while “Awakening True Book Love—Northeastern University Library’s Book Doctor Experience Activity” won third prize.

3.6.3 Complementary Advantages to Form Synergy Traditional newspaper media emphasizes text usage and layout sequencing, pursuing content authority; television media integrates sound, text, and images for more three-dimensional content; online media features immediacy, easy sharing, convenient storage and retrieval, and strong multimedia integration capabilities. Different media types have their own characteristics and advantages. Comprehensive use of multiple media 打通 (opens up) resources across “newspapers, websites, terminals, micro-messages, videos, and screens,” achieving all-media integrated communication that can comprehensively and three-dimensionally display reading promotion. Northeastern University Library’s reading promotion work leverages the campus radio’s extensive coverage network, the official WeChat’s 30,000+ followers, Weibo’s 200,000+ followers, the university newspaper’s 10,000+ readers, and the mature “grand publicity” framework to gain broad display space.

4. Key Issues to Address in University Library Reading Promotion Media Integration Model

The application of media integration models in university library reading promotion requires addressing both conceptual understanding and practical implementation. Based on updated concepts, it is necessary to coordinate and plan the use of personnel, content, channels, mechanisms, and other resources to form a new work model that leverages media to maximize the effectiveness of reading promotion (see Figure 2 [Figure 2: see original paper]).

4.1 Uphold One Positioning

University libraries are the university's literature and information resource centers, academic institutions serving talent cultivation and scientific research, and important bases for campus and social culture construction [29]. According to the "Regulations on University Libraries," libraries should actively participate in campus culture construction and use new media to carry out reading promotion and other cultural activities. The ultimate goal of reading promotion is to enable more people to understand, enter, and utilize the library, improving literacy through reading—making those who don't love reading fall in love with it, those who can't read learn to read, and those who have difficulty reading overcome their obstacles [30]. In reading promotion work, libraries must fully leverage various media platforms and support functions, closely focusing on talent cultivation, scientific research, and cultural inheritance and innovation for overall planning and implementation, always adhering to serving readers' literacy improvement.

4.2 Adhere to Two Practices

On one hand, establish extensive connections with media. Traditional and emerging media have a relationship of iteration rather than replacement, not about who is stronger or weaker, but about complementary advantages [31]. Newspaper, radio, and television content is mostly disposable but has accumulated large, fixed audiences, while new media provides immediate, multi-channel, comprehensive, and interactive dissemination, with content that can maintain or increase value through multiple forwards and continuous dissemination. It is essential to make full use of various media, not pursuing new media while abandoning traditional media, but through coordinated management and use of traditional and emerging media, leveraging their mutually enriching and supplementary overall effectiveness to capture all types of readers. On the other hand, start from users' actual needs. In an era where readers have increasingly diverse information access channels, various media are actively competing for readers' attention. In this situation, libraries should actively research the development trends, work patterns, and literature and information resource needs of talent cultivation, scientific research, social service, and cultural inheritance and innovation, actively connect and serve; deeply study reader reading behavior,

understand changes in reading habits and needs, and promptly adjust service content and methods.

4.3 Grasp Three Levels

The relationship between various media levels under media convergence should be correctly understood, used according to needs, and comprehensively utilized, rather than being rigid, mutually exclusive, or favoring one over another. University reading promotion services should fully utilize three media levels: first, media managed by the library itself, including the library website, WeChat public platform, Weibo, and library newspaper; second, media managed by the university, including the university newspaper, radio, television, website, and WeChat platform; and third, mass communication media. In the application process, attention should be paid to media development changes and patterns. It is necessary to both coordinate self-built media and pay attention to linkage between self-built media and various media levels, with library-level media promptly collecting, organizing, and republishing reports from university-level and mass media about library reading promotion services to maximize information utilization.

4.4 Achieve Four Integrations

4.4.1 Personnel Integration The media convergence era requires stronger media communication professionalism and flexibility, necessitating the elimination of previous “fighting alone” personnel organization methods to form a comprehensively capable team. A “command center” for reading promotion media work should be established to coordinate media operations. Personnel should include: comprehensive management talents for overall coordination; specialized library and information professionals for organized resource description and professional guidance; technical talents familiar with new technologies and methods who can develop technical support platforms when possible; art and design personnel to better present quality content; and media operation specialists to help select suitable media promotion combinations.

4.4.2 Content Integration Regardless of media form changes, “content is king” remains the eternal golden rule. Content innovation must be firmly grasped as the foundation, shifting from competing on volume to competing on quality, and from gathering traffic to gathering hearts [24, 31]. Reading promotion is a professional, organized cultural communication intervention activity deployed by libraries to guide readers to voluntarily change behavior through using reading resources and participating in reading activities [32-33]. In his 2019 reply to senior experts at the National Library, Xi Jinping pointed out that libraries are important indicators of national cultural development levels and crucial places for nourishing national spirit and cultivating cultural confidence [34]. In content selection, university libraries must always adhere to the goal of education and the purpose of spreading excellent culture [35], deeply mining rich collection

resources for reorganization, integration, and revelation. In content production, librarians in different positions should create diverse content based on their roles, and excellent works created by readers should also be valued and used. In the media convergence era, content producers, media “gatekeepers,” and readers can all become creators of quality content.

4.4.3 Channel Integration For university libraries, reading promotion should not only use various media platforms such as the library homepage, Weibo account, and WeChat public account for coordinated content collection and release but also understand the campus and mass media matrix, analyze focal points, provide materials, actively integrate into the grand publicity framework, open up communication channels, and improve communication efficiency and effectiveness through one-time collection, multi-media presentation, and multi-channel distribution.

4.4.4 Mechanism Integration Newspapers, radio, television, Weibo, WeChat, APPs, and other media forms have emerged successively, with different personnel teams generally operating each. To achieve media linkage, mechanism reform must be based on integrating personnel, content, and channels. In personnel training, content should be enriched to cultivate versatile talents adapted to content collection, editing, publishing, and promotion needs under media convergence. In work mechanisms, collaboration between content, technical, and operational personnel should be strengthened to complete tasks jointly. In evaluation and incentives, diversified mechanisms should be established to incentivize creation for both traditional and new media, original and highly readable content, and overall effects with good attention and reader feedback, evaluating promotion work from multiple angles.

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Publication Ethics Statement from *Library and Information Service Magazine*

To strengthen and enhance academic norms, research integrity, and academic ethics in the processes of academic paper writing, review, and editing, establish good academic atmosphere, promote scientific spirit, resolutely resist academic misconduct, and establish and maintain a fair, just, and open academic exchange ecological environment, *Library and Information Service Magazine* (including the editorial departments of *Library and Information Service* and *Knowledge Management Forum*) has formulated a publication ethics statement based on the actual conditions of the two journals, officially released in February 2020.

The statement commits that the two journals will strictly abide by and implement national policies and regulations related to academic ethics and editing and publishing, standardize the behavior of authors, peer review experts, and journal editors throughout the entire editing and publishing process, and accept supervision from the academic community and the whole society. It includes three main parts with a total of fifteen clauses:

1. **Author Publication Ethics** (Academic papers are important components of scientific research; Academic misconduct is a tumor of academic papers; Authors are the main contributors to academic papers; Author signatures reflect intellectual property rights and academic contributions; Academic papers must attach great importance to intellectual property rights and information security; Standardized citation of references is an important manifestation of academic norms; Great importance must be attached to the standardization of research data and management; Establish error correction and academic self-purification mechanisms).
2. **Peer Review Expert Publication Ethics** (Peer review is an important quality control mechanism for papers; Review experts should comply with relevant requirements for paper review; Review experts must strictly follow relevant ethical guidelines and codes of conduct).
3. **Editor Publication Ethics** (Editors should become guardians of academic paper quality; Editors should play a monitoring role in academic ethics construction; Editors should become the last barrier against academic misconduct; Implement “zero tolerance” for academic misconduct).

Full text available at: <http://www.lis.ac.cn/CN/column/column291.shtml>

Library and Information Service Magazine releases publication ethics statement (Journal News)

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

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