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Precision Marketing Strategies for WeChat Headlines in University Libraries: Postprint

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Date: 2023-04-01T16:02:48+00:00

Abstract

[Purpose/Significance] Controlling title character length, employing special punctuation marks, and digitizing titles are WeChat operational strategies that have been widely adopted by university libraries, yet they fail to meet the current demands for refined WeChat operations in university libraries. From a practical operational perspective, it has become particularly urgent to deliberate on title text wording, control character length, utilize special punctuation, and differentiate the application scenarios and contexts of digital titles. [Method/Process] We selected 524 title texts from 29 university libraries that ranked in the top 50 of the WCI list during April 15-28, 2018 as research data. To enhance data representativeness and verify conclusion credibility, we supplemented the analysis with partial text data from the November 2019 list and the April 15-28, 2020 list. Combining text analysis, comparative analysis, interviews with research subjects, and incorporating theoretical elements of gatekeeping in the online communication environment, we analyzed the content elements (text, theme) and formal elements (numbers, punctuation, and length) of WeChat title texts to identify methods that help library WeChat copywriting stand out from massive information, thereby achieving improved marketing effectiveness. [Results/Conclusion] We constructed a precise WeChat title operation strategy formula tailored to the characteristics of university libraries, which proceeds from a content-based approach: extracting key news elements, prioritizing these key news elements, identifying “small entry points” among them for prominent indexing, incorporating techniques for formal elements, and creating a sustained and stable sense of freshness.

Full Text

Research on Precise Marketing Strategies for WeChat Titles in University Libraries

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Abstract

[Purpose/Significance] Current WeChat operational strategies such as controlling title character length, using special punctuation marks, and digitizing titles have been widely adopted by university libraries, yet they fail to meet the needs of refined WeChat operations in the current stage. From a practical operations perspective, it has become particularly urgent to carefully weigh title text, control character length, utilize special punctuation, and distinguish application scenarios and contexts for digital titles. **[Method/Process]** This study selected 524 title texts from 29 university libraries that ranked in the top 50 of the WCI list between April 15-28, 2018. To enhance data representativeness and verify conclusion credibility, additional title text data from the November 2019 list and April 15-28, 2020 list were included. Combining text analysis, comparative analysis, and interviews with research subjects, and drawing on gatekeeper theory elements in the network communication environment, this paper analyzes the content elements (text, theme) and formal elements (numbers, punctuation, and length) of WeChat title texts to identify methods that help library WeChat copywriting stand out from massive information, thereby achieving improved marketing effectiveness. **[Result/Conclusion]** The study constructs a precise operational strategy formula for WeChat titles suitable for university library characteristics: starting from content orientation, extracting key news elements, prioritizing key news elements, identifying “small entry points” for highlighted indexing, adding formal element techniques, and creating continuous and stable freshness.

Keywords: university library; title text; WeChat copywriting; precise marketing strategy

Classification Number: G259.22

DOI: 10.13266/j.issn.0252-3116.2021.06.006

1 Introduction

In the mobile internet era, WeChat has become an important channel for people to obtain information and even a way of learning, working, and living. According to the *2018 WeChat Data Report*, WeChat’s monthly active users exceeded one billion [1]. The *China Internet Development Report 2019* indicates that in 2018, China’s mobile application active user penetration rate reached 93.19% (ranking first), with average usage time of 28.1 hours per person [2]. The massive

user base and extremely high penetration rate make WeChat an indispensable component of marketing systems. Meanwhile, an attention-grabbing title is crucial for enhancing WeChat marketing capabilities and levels. Psychologists believe that humans perceive the world through a series of 3-second windows, known as the “3-second rule” [3]. Particularly in the internet age, information explosion has made sustained concentration more difficult. Displaying important information and attracting attention within extremely short timeframes has become even more critical. Therefore, in the new media context, WeChat titles are not merely brief statements indicating content but also bear the heavy responsibility of attracting readers to open and read the full text.

University libraries have consistently emphasized the construction of new media platforms such as WeChat. As early as 2016, a literature survey showed [4] that among 39 “985 Project” university libraries, 32 had opened WeChat accounts, accounting for nearly 90%, demonstrating university libraries’ attention to WeChat construction. However, the service effectiveness of university library WeChat platforms has not been fully realized and urgently needs improvement. Data shows that university libraries’ WeChat operational levels are lower than their overall operational levels, and their social influence still lags behind other types of libraries. Qingbo Index is a third-party new media big data evaluation and research platform, and its unique WeChat Communication Index (WCI) algorithm formula has become an evaluation standard for major ministries, central enterprises, and Fortune 500 companies. This paper uses the Qingbo Index WCI library list as observation data. On the Qingbo Index website, selecting “WeChat List,” choosing “Custom List,” and searching for the keyword “library” displays the *Official Library List*. As of December 1, 2019, this included 533 library samples nationwide. However, among the top 20 libraries in the November 2019 monthly list, only 3 were university libraries.

Compared with other campus self-media, university library WeChat platforms also show certain gaps, with considerable room for improvement in campus influence. According to an evaluation list of campus self-media public accounts operated by 228 Shanghai Jiao Tong University campus organizations and students, conducted by the Shanghai Jiao Tong University Big Data and Communication Innovation Laboratory (T-Lab), the Shanghai Jiao Tong University Library WeChat public account ranked beyond 20th place in the September-November 2019 list [5]. Therefore, improving the marketing capabilities and levels of university library WeChat platforms has become particularly urgent.

Domestic scholars have already paid attention to empirical research on university library WeChat service operations and promotion effectiveness. Existing research mainly falls into two categories: one is case-based empirical data summarization, including practical experience summaries from university libraries such as Nanjing University, Sichuan University, Suzhou University of Science and Technology, and Zhejiang University of Finance and Economics, evaluating WeChat operational effectiveness based on respective platform characteristics. For example, Li Xiaowei used empirical research methods, taking Sichuan Uni-

versity as an example, to study the dissemination effect of university library WeChat messages using variance analysis [6]. Wang Yongsheng et al., using Zhejiang University of Finance and Economics as an example, utilized SPSS software to study methods for improving graphic conversion rates [7]. The other category focuses on status surveys and comparative analysis of data from multiple university libraries. For instance, Zhao Xing et al., based on 693 high-readership WeChat articles from the Qingbo Big Data list, identified characteristics of high-readership articles from perspectives such as push time, article theme type, high-frequency title words, and title features to study university library WeChat marketing strategies [8]. Chen Dongling conducted empirical analysis on 1,370 articles pushed by “985” university library WeChat platforms, categorized article content by theme, and used SPSS software to verify the rationality and scientificity of operational strategies from aspects such as title word count length, push time, title sentence patterns, and title personal pronouns, thereby proposing WeChat operation recommendations [9].

The above research scientifically and comprehensively summarizes current university library WeChat operation experiences and provides important reference value for this paper’s research approach. However, several issues remain: In research object selection, multi-university comparative studies mostly focus on empirical analysis based on “985” and “211” university WeChat operation conditions. However, the overall level of “985” and “211” universities does not strongly correlate with WeChat operation conditions, as some “985” and “211” university libraries have low WeChat activity and have not updated for long periods, resulting in low research reference value. Particularly under the current higher education background where universities have transitioned to “Double First-Class” construction needs, simple “985” and “211” sample analysis can no longer represent the supporting and facilitating role of university library WeChat marketing services for universities. In theoretical foundation, most research focuses on empirical survey-based experience summarization, lacking sufficient and scientific theoretical foundations for marketing effectiveness evaluation. In marketing recommendations, these studies have identified techniques such as controlling title character length, skillfully using punctuation and special symbols, and title digitization, but only provide macro-level strategic suggestions without distinguishing application scenarios and usage methods at the micro-level practical operation layer. For example, is shorter title character length always better? Can long titles necessarily not attract readers’ attention? How do different special symbol applications differently affect readership? Can simply digitizing titles increase copywriting readership? What is the theoretical foundation behind how character length, special symbols, and digital title applications can increase WeChat readership? These are precisely the research focus and innovation this paper seeks to achieve. This paper introduces gatekeeper theory and further expands its extension to answer the above research questions.

2 Theoretical Framework

In 1950, D.M. White introduced the “gatekeeper” concept into journalism research, explicitly proposing the gatekeeping model in news selection processes [10]. In information dissemination processes, communicators inevitably screen and filter information from their own positions and perspectives. This screening and filtering behavior is called “gatekeeping,” and those who perform this behavior are called “gatekeepers” [11].

Regarding gatekeeping standards (elements), in 1965 J. Galtung and M.H. Ruge proposed the selective gatekeeping model, arguing that several factors influence whether information enters the next stage (i.e., is valued), including: Time span: an event’s publication has timeliness. Intensity or threshold value: an event is very important, or its importance suddenly increases to attract attention. Clarity: an event’s meaning is clearer with lower ambiguity. Cultural proximity: an event is closer to the expected audience’s culture and interests.

Consonance: events that meet certain established expectations are more likely to be selected than those inconsistent with expectations. Unexpectedness: the more unusual or unpredictable an event, the more likely it is to attract attention. Continuity: sustained attention to an event or a series of related events.

Composition: selection of certain news events based on the overall composition of media content or balance needs. Socio-cultural values [12-14]. In addition to these news elements, social or gatekeeper concepts and cultural values also influence selection.

Traditional gatekeeping emphasizes the gatekeeping function of professional media [10]. Therefore, the application scenario of traditional gatekeeper theory is media practitioners or organizations’ behaviors in information acquisition, analysis, evaluation, and publication. Based on this, many scholars argue that in the new media environment, traditional media can no longer control information dissemination flows, and gatekeeper theory has become obsolete. Meanwhile, some scholars advocate that the new situation has endowed gatekeeper theory with new connotations and extensions. For example, Peng Lan believes gatekeepers still exist in the network era. In the era of mass media, every user becomes a dissemination node, and users themselves form a voting mechanism for gatekeeping [15]. Deng Tao summarized this into an “upgraded version” of gatekeeper theory, arguing that there are three levels of gatekeepers in online news dissemination: government gatekeeping, website gatekeeping, and netizen self-gatekeeping [16].

Gatekeepers in the network environment are also expanding. Although the network has weakened traditional media’s gatekeeping mechanisms to some extent, gatekeeping still widely exists, only with more diverse gatekeeping subjects and changed gatekeeping methods. In information diffusion stages, for individual users, information diffusion and information consumption are often integrated. People share while reading, which is a diffusion behavior with gatekeeping significance [10]. Netizens judge disseminated information based on their subjective

standards, process, filter, and screen it before redisseminating. Gatekeeping has become a universal behavior, and the nine evaluation criteria of gatekeeper theory still apply to netizens' gatekeeping behaviors. WeChat copywriting readership levels have become an important measure of whether titles pass users' preliminary information screening and can be further shared and disseminated.

Gatekeeper theory can provide theoretical support and research perspectives for improving university library WeChat marketing capabilities. Chen Xin believes that book selectors' selection processes during book acquisition are similar to gatekeepers' information screening processes under gatekeeper theory, and applies this theory to university library book acquisition work to explore scientific acquisition methods [17]. Xing Bianbian et al., based on gatekeeper theory, analyze factors affecting archives WeChat information service quality improvement from four aspects: information collection, information filtering, information production, and information dissemination, and propose targeted countermeasures from these four aspects [18].

Therefore, this paper combines J. Galtung and M.A. Ruge's selective gatekeeping model, compares it with the nine criteria, and uses WeChat title texts to analyze the current operational status of university library WeChat public accounts.

3 Research Design and Methods

This study selected 524 copywriting title texts from 29 university libraries (excluding other types of libraries in the list) that were shortlisted in the top 50 of the Qingbo Index WCI library list between April 15-28, 2018 (relevant statistics collected by May 21, 2018). These 29 university libraries include Sichuan University, Fudan University, Guangzhou University of Chinese Medicine, Guizhou University of Finance and Economics, Henan University of Technology, Hunan Institute of Science and Technology, East China Normal University, Nanjing Forestry University, Nankai University, Tsinghua University, Xiamen University, Xiamen University of Technology, Tianjin University, Tianjin University of Technology, Wuhan University, Southwest Jiaotong University, Zhejiang University of Finance and Economics, Zhejiang University, Zhengzhou University, Sun Yat-sen University, Dalian University of Technology, Shandong Women's University, Chongqing Technology and Business University, Jiangxi Normal University, Xi'an Jiaotong University, Zhejiang Shuren University, Guangdong University of Foreign Studies, Guangdong University of Finance and Economics, and Kunming University of Science and Technology.

These data were selected as observation samples because they have the following characteristics: Centered around World Book Day (April 23) and May Day Labor Day, they cover two important characteristic festivals and hot events in the university library field, increasing the pertinence of research data; Being shortlisted in the WCI list reflects that these university libraries had relatively good overall WeChat operational conditions during this period, with high standard-

ization and reference value; The diversity of sample data indicators provides a good data source for the article. Specifically: in character length, sample data title word counts range from 4-64 characters, with an average of about 20 characters. Nearly 70% of sample titles concentrate between 10-25 characters, with no significant difference in title word count between copywriting with over 3,000 readings and general copywriting. In other words, high-readership and low-readership copywriting show no difference in title character length. In punctuation, special symbols such as separators (|), exclamation marks, and square brackets ([]) were used 539 times total, averaging one special symbol application per title text. In digital titles, there were 192 titles containing numbers, relatively evenly distributed between high-readership and low-readership articles. The basic situation of sample data confirms the research question: controlling character length, applying special punctuation marks, and digitizing titles have become basic characteristics in university library WeChat title operations rather than incremental features for increasing readership. They can no longer meet the current needs of university library WeChat operations in their mature stage, making it particularly urgent to refine technique application scenarios and usage methods.

To improve data representativeness and verify conclusion credibility, this paper also added some title text data from the November 2019 list and April 15-28, 2020 list.

This paper divides title texts into four components: text, numbers, punctuation, and length. Text and theme are defined as content elements of title texts, while numbers, punctuation, and length are defined as formal elements.

4 Analysis of Title Text Content Elements

This paper defines the content elements of title texts as title text and its underlying theme—specifically, the title theme rather than the WeChat copywriting theme. The reason is that WeChat title texts are not highly generalized summaries of full texts in the traditional sense; they may have strong correlation, weak correlation, or even no correlation with WeChat copywriting themes (the so-called “clickbait” in practice). For example, the title text “Fudan and Tongji Finally Took This Step...” implies some activity between the two schools, while the WeChat copywriting theme is the launch of cross-university library borrowing services between the two institutions. The title theme and copywriting theme have weak correlation, thereby creating endless imagination about the WeChat copywriting. Accordingly, this paper focuses research on the relationship between titles (text, theme) and gatekeeper theory to highlight titles’ impact on readership.

4.1 Analysis of High-Readership Title Texts

Analysis of the top 10 title texts by readership reveals that all title themes satisfy at least one of the nine major elements. When a title contains one of

these elements, readership is significantly higher than other texts; when several elements are combined, the effect is better. In title text expression, lively and vivid writing frequently uses personification and interactive characteristics, such as “amnesty,” “come check it out,” and “there’s an Easter egg,” which also possess gatekeeper theory element characteristics. As shown in Table 1 :

Table 1 Analysis of Top 10 Title Texts by Readership in Samples

Library	Title Text	Theme	Gatekeeper Theory Element Characteristics
Fudan University Library	Fudan and Tongji Finally Took This Step...	Activity between two schools	Intensity/threshold value, cultural proximity
Nankai University Library	Reading Star in Progress Vote for the Reading Star in Your Heart	Voting activity	Socio-cultural values
Wuhan University Library	Come Check It Out, Who Is the “Most Beautiful Campus Reading Angel”	Voting activity	Socio-cultural values
Dalian University of Technology Library	Library “Amnesty,” Fine Clearance, Tomorrow!	Overdue fine waiver	Intensity/threshold value, cultural proximity

Library	Title Text	Theme	Gatekeeper Theory Element Characteristics
Guangzhou University of Chinese Medicine Library	Reading Festival	“Creative Chinese Medicine” Painting Contest Preliminary Results Announcement & Voting Begins	Contest voting
Shandong Women’s University Library	Reading Association Garden “Three-Line Love Letter” Works Voting Begins!	Contest voting	Socio-cultural values
Sichuan University Library	There’s an Easter Egg! Sichuan University Special Gift for Reading Lovers!	Reading promotion gift	Intensity/threshold value, cultural proximity, consonance
Tsinghua University Library	2017 Borrowing Rankings	Annual report	Intensity/threshold value

Library	Title Text	Theme	Gatekeeper Theory Element Characteristics
Wuhan University Library	Sun Yat-sen University 2017 Reading Report	Annual report	Intensity/threshold value, cultural proximity
Sun Yat-sen University Library	Library Notice on Extended Opening Hours	Service extension	Time span, clarity

Specific analysis: Satisfies “socio-cultural values.” Characterized by “personification” [12], activities requiring peer support with social attributes, such as voting activities, typically achieve higher readership. Has “cultural proximity.” The expected audience is broad rather than niche, making title themes more likely to approach expected audiences’ culture and interests. For example, holiday opening schedules involve every reader’s vital interests, making almost all readers the expected audience. Fudan University Library’s “Fudan and Tongji Finally Took This Step...” targets not only Fudan readers but also Tongji readers, providing a solid base for copywriting readership. Short “time span.” Copywriting has strong timeliness, and reading reports published around World Book Day achieve good reading effects. For example, Sun Yat-sen University Library’s “Sun Yat-sen University 2017 Reading Report” attracts readers not because of the reading report itself or the simple year 2017, but because it was timely published on 2018 World Book Day. Publishing a 2017 reading report in 2020 would significantly reduce its attention without timeliness. Has “intensity or threshold value.” An event’s importance is prominent, the copywriting is substantial, thus attracting readers’ attention, such as May Day opening notices, which are essential for readers using the library. “Unexpectedness” is prominent. For example, rare overdue book fine clearance activities for celebrating World Book Day are unusual and unpredictable, thus more likely to attract attention. “Consonance.” Copywriting topics and content meet readers’ expectations and needs. For example, during exam seasons when readers’ library usage demand surges, there is demand for extended opening hours, and libraries actively respond by extending library opening hours.

Previous research has confirmed [4] that university library WeChat public account readership changes over time. To further increase the credibility of the conclusion that “when a title contains one of the nine elements, readership is significantly higher than other texts,” this paper added analysis of text data within a continuous time range vertically and expanded the list scope from university libraries to all types of libraries. Selecting the top 15 title texts by readership

from the Qingbo Index Library List November 2019 as analysis sample data (see Table 2) validated the above conclusion.

4.2 Analysis of Low-Readership Title Texts

This paper analyzed 20 typical title texts with the lowest readership in the sample data (see Table 3), finding that they possess none of the nine judgment element characteristics in either text expression or theme.

Specific findings: In text expression, title text is not simply composed of single characters but rather independent news elements hidden behind characters. News elements can generally be categorized as who, what, where, when, how, and why. Title themes are expressed through their combinations. In low-readership title texts like Table 3, the repeated appearance of certain news elements reduces relevant gatekeeper theory elements. For example, item 7, “[News Express] Two-Minute News Overview,” has the theme “news notice,” while the related “what” news element “news express/overview” appears twice, greatly reducing “intensity or threshold value.” In title themes, they mainly focus on themed book exhibition notices and professional database recommendations. Taking professional databases as an example, their audience is professional readers with small audiences, lacking “cultural proximity” and other elements, resulting in naturally low readership.

It should be noted that all analysis samples, whether high-readership or low-readership WeChat copywriting, have very “hardcore” content and themes that play very positive roles in improving readers’ information literacy, enriching readers’ campus cultural life, and promoting reading. However, in the era of internet information overload, what readers lack is not correct and useful information sources but information that attracts readers. Under such circumstances, WeChat operations need to focus on attracting readers through form.

5 Analysis of Formal Elements in Title Texts

This section analyzes three basic formal elements of title texts: length, punctuation marks, and numbers to explore how formal elements affect users’ information screening behavior.

5.1 Character Length

WeChat public accounts limit titles to 64 characters. Different usage scenarios result in different numbers of title characters displayed on WeChat clients, with later characters covered by ellipses. The new mobile WeChat subscription account interface can display 22-30 characters, the old version about 18 characters; viewing subscription accounts through the WeChat web version displays about 15 characters.

5.1.1 Short Title Application According to G.A. Miller’s research [19], normal adults’ memory span is 7 ± 2 characters. Therefore, this paper defines short titles as 9 characters. Based on this, 38 data entries were screened, and 10 research subjects were interviewed in depth using grounded theory. According to feedback, short titles were further classified as shown in Table 4 :

Table 4 Analysis of Short Title Sample (9 characters) Usage Types

Type	Quantity	Example Title Texts	Characteristics
Direct Narration	12	“May Day Closure Notice”	Content clearly visible
Sharing Method	9	“Share Images,” “Share an Article”	Directly named “Share XX”
Implicit Narration	10	“Teachers’ Treasure,” “Reading is a Low-Carbon Posture”	Can infer correlation with library or library business
Title Method	7	“Beyond Earth’s Surface,” “Four Minutes of Life and Death”	Poor correlation between title and theme, even completely unrelated

The four types of short titles—“Direct Narration,” “Implicit Narration,” “Sharing Method,” and “Title Method”—have relatively balanced application quantities but significant differences in readership. Analysis of the top 10 high-readership short title texts (see Table 5) shows they primarily use “Direct Narration” and “Title Method” with gatekeeper theory element characteristics, while “Sharing Method” and “Implicit Narration” did not appear in the top 10 list. Further analysis of low-readership short title samples found that “Sharing Method” occupies a large proportion. Thus, short titles do not necessarily bring high readership.

Table 5 Analysis of Top 10 High-Readership Short Title Samples (9 characters)

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Xiamen University Library	“May Day” Closure Notice	4,158	Time span, clarity

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Xi'an Jiao-tong University Library	Four Minutes of Life and Death	3,521	Composition/combination, clarity
Wuhan University Library	Three Important Notices	2,847	Intensity/threshold value, clarity
Xi'an Jiao-tong University Library	Big Data Coming—	2,798	Intensity/threshold value, clarity
Xi'an Jiao-tong University Library	Amazing, My Library!	2,654	Intensity/threshold value
Xi'an Jiao-tong University Library	Final Program List is Here!	2,423	Socio-cultural values
Henan University of Technology Library	Week 7 Movie Screening Schedule	2,318	Intensity/threshold value
Guangdong University of Finance and Economics Library	Liwa Shared Reading Registration Countdown	2,201	Intensity/threshold value

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Henan University of Technology Library	Come Register Now!	2,154	Composition/combination
East China Normal University Library	Jiao Tong University Opening Day!	2,098	Time span, clarity

To verify formal element analysis conclusions, this paper added comparative analysis of 261 title data entries from the top 12 university libraries shortlisted in the same period in 2020, with statistics collected through November 30, 2020.

In the 2020 same-period data, there were only 13 short titles with \$ \$9 characters, so only the top 3 high-readership title texts were analyzed (see Table 6), all being “Direct Narration” type with gatekeeper theory element characteristics.

Table 6 Analysis of Top 3 High-Readership Short Titles (\$ \$9 characters) in 2020 Same-Period Data

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Shanxi University Business College Library	Week 8 Movie Screening Schedule	1,254	Intensity/threshold value
Shanghai Jiao Tong University Library	May Day Closure Notice	987	Intensity/threshold value

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Hunan University Library	Thesis Submission Guide	856	Intensity/threshold value

5.1.2 Long Title Application Some research [20] suggests that using long titles results in word repetition and redundancy, causing information overload for readers and failing to achieve expected marketing goals. However, this does not mean operators cannot choose overly long titles in WeChat practice. Long titles do not necessarily mean low readership. Based on the maximum characters displayable on the new mobile WeChat subscription account interface (22-30), long titles are defined as \$ \$25 characters. To ensure research quality, the scope was further limited to \$ \$32 characters.

Analysis of the top 3 high-readership long title texts (see Table 7) shows they still rank relatively high in all sample data and possess at least one gatekeeper theory element. For example, Zhejiang University Library’s “Video Editing Made Easy|Premiere Beginner’s Guide|Friday Afternoon at Zijingang Campus Library” has a very long title but follows readers’ logical thinking sequence of “first caring about the event→becoming interested→wanting to know time and location,” guiding readers step-by-step and stimulating gatekeeper theory elements of “intensity or threshold value” and “consonance.”

Table 7 Analysis of Top 3 High-Readership Long Title Samples (\$ \$32 characters)

Library	Title Text	Overall Sample Ranking	Gatekeeper Theory Element Characteristics
Zhejiang University of Finance and Economics Library	Half a Month Apart! Another Nobel Economics Prize Winner Coming to Our University! (This activity is part of the Read 100 Books series, 2 points)	5	Intensity/threshold value, unexpectedness
Chongqing Technology and Business University Library	Library Prophet] May Day Arrangements, Dense Stack Opening, Early Bird Check-in for Peripherals, Longji Book Fragrance...	18	Intensity/threshold value
Zhejiang University Library	Video Editing Made Easy	Premiere Beginner's Guide	Friday Afternoon at Zijingang Campus Library

Further investigation of low-readership long title samples (see Table 8) found they do not possess the nine judgment elements. For example, items 1 and 2 target specific professional users (young teachers, professional database promotion), limiting target reader groups and lacking “cultural proximity.” Items 3 and 4 have words like “book selection” and “books” appearing multiple times in sample data, weakening “intensity or threshold value” and “unexpectedness.”

In the 2020 same-period data, long titles also did not necessarily mean low readership (see Tables 9 and 10). For example, “Can’t Help but Recommend | New Free Resources Including IEEE, Taylor...” has a long title but contains substantial element information, including multiple dimensions like “can’t help,” “new,” and “free,” which actually enhances the “intensity or threshold value” gatekeeper theory element.

Table 9 Analysis of Top 3 High-Readership Long Titles (\$ \$32 characters) in 2020 Same-Period Data

Library	Title Text	Overall Sample Ranking	Gatekeeper Theory Element Characteristics
East China Normal University Library	Books Help Fight the Epidemic, Reading Leads to the Future—2020 World Book Day Library Series Opening!	8	Intensity/threshold value
Hunan University Library	Tonight 7pm Live: How Did “Jiangnan Identity” Form?—CASHL Famous Teacher...	15	Intensity/threshold value

Library	Title Text	Overall Sample Ranking	Gatekeeper Theory Element Characteristics
Shanxi University Business College Library	Can't Help but Recommend New Free Resources Including IEEE, Taylor...	22	Intensity/threshold value

Table 10 Analysis of Low-Readership Long Titles (\$ 32 characters) in 2020 Same-Period Data

Library	Title Text	Character Count	Readership
Human University Library	Closed Days Music Issue 49	32	156
Human University Library	Closed Days Music Issue 50	32	143
East China Normal University Library	Aidi Lecture Live Preview [Issue 7] Post-Epidemic Targeted Attack - Career Planning and Job Selection Points	32	98

5.2 Punctuation Marks

Using various punctuation marks has become a universal operational strategy for operators in the new media environment. The special function of punctuation marks lies in conveying not only objective information but also subjective emotions. WeChat operators hope to influence and drive readers' emotions through these subjective emotions to resonate with readers. It should be noted that the values and emotions carried by punctuation marks include not only WeChat operators' personality characteristics but also reflect the cultural characteristics of the physical institutions carried by the WeChat platform. Within

the perspective of library WeChat platforms, they can reflect libraries' unique cultural atmosphere and copywriting types during specific periods.

Are all punctuation mark applications effective and necessary? Do all punctuation marks positively affect readership improvement? With these questions, this paper analyzed the top 5 most frequently used punctuation marks in sample data, as shown in Table 11 .

Table 11 Analysis of Top 5 Frequently Used Punctuation Marks

No.	Symbol	Frequency in Sample Data	Usage Example	Analysis
1	Separator () ()		157	Over 90% indicate names (activities, competitions, brands/columns, exhibitions, lectures, databases)
2	Comma (,)	132	47%: Parallel/rhyming sentence patterns; 22%: Time, location description	Creates visual balance or renders artistic conception
3	Double Quotes ("")	100	65%: "Name or time"; 16%: Special library-domain meanings	Often used for promotional activities
4	Exclamation Mark (!)	89	Exclamatory sentences or combined with ? to enhance visual impact	Increases emotional intensity
5	Square Brackets ([])	78	Over 90% indicate names	Visual focus on bracketed information

Punctuation marks including exclamation marks, question marks, and double

quotes play irreplaceable roles in title texts, with their application depending on text needs. Therefore, this analysis focuses on non-essential punctuation to further optimize usage effectiveness. Non-essential punctuation refers to symbols whose meanings could be replaced by other punctuation marks. Table 11 shows that separators and square brackets have similar usage scenarios but different effectiveness. Comparing readership impact, square brackets' average readership is lower than separators when indicating names; the "Name|Content Description" structure has lower readership than the "Content Description|Name" structure. However, the "Content Description|Name" structure only accounts for 24% of separator usage.

The 2020 same-period data further verified these conclusions: when indicating names, square brackets' average readership (442) was lower than separators' (850). Meanwhile, separators were all used in the "Name|Content Description" structure without the higher-readership "Content Description|Name" structure.

5.3 Digital Titles

This paper divides digital titles in sample data into three categories: indicating year, date, time or location; indicating activity or competition issue numbers; and digital concretization. Digital concretization is defined as possessing one or more of the nine elements, making WeChat copywriting appear more valuable, persuasive, and attractive by increasing "intensity or threshold value" or "time span" elements, thereby bringing information increments to readers and stimulating reading desire. When the first two categories possess one or more of the nine elements, they can also be called digital concretization. The relationship among the three digital title categories is shown in Figure 1 [Figure 1: see original paper].

Although digital concretization only has 20 entries in sample data, its readership performance is outstanding (see Table 12), forming a sharp contrast with the lowest-readership title texts (see Table 13). This pattern was also confirmed in the 2020 same-period digital title data (see Tables 14 and 15).

Table 12 Analysis of Top 5 Digital Title Readership in Sample Data

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Sun Yat-sen University Library	Sun Yat-sen University 2017 Reading Report	5,214	Intensity/threshold value, time span

Library	Title Text	Readership	Gatekeeper Theory Element Characteristics
Tsinghua University Library	Tsinghua University Library 2017 Borrowing Rankings	4,987	Intensity/threshold value
East China Normal University Library	Spring Outing	Tickets Only 39.5, Let's Go to Suzhou in May?	4,521
Sun Yat-sen University Library	2017 Top Borrowers, Library Dwellers, and Library Stars List Freshly Released!	4,365	Intensity/threshold value
Zhejiang University of Finance and Economics Library	Half a Month Apart! Another Nobel Economics Prize Winner Coming to Our University! (This activity is part of the Read 100 Books series, 2 points)	4,158	Intensity/threshold value

Table 13 Analysis of Low-Readership Digital Title Texts

Library	Title Text	Digital Title Type
East China Normal University Library	Video Images and Book Sounds	US International Trade Database Trial (April 10, 2018 - May 10, 2018)
Sun Yat-sen University Library	April Days, Come to Library Reading Pavilion to Recite Beauty (Teacher Group)	Year/date/time/location
Hunan University Library	[Club Style] 8pm Book Friends Club Spreads Love, Spreads Reading	Year/date/time/location
Sun Yat-sen University Library	Book Exhibition Notice	“You Choose Books, I Pay”—Library 2018 World Book Day Series Spring Book Exhibition
East China Normal University Library	Healing Hut	[Psychology Classroom NO.3] - “The Terror Cruise”

Table 14 Analysis of Top 5 Digital Title Readership in 2020 Same-Period Data

Library	Title Text	Gatekeeper Theory Element Characteristics
Sun Yat-sen University Library	2019 Sun Yat-sen University Library Reading Report	Intensity/threshold value, time span
Shanghai Jiao Tong University Library	Jiao Tong University Opening Day!	Intensity/threshold value
Tsinghua University Library	Interview with 2019 Library “Study Gods” and “Book Gods”	Intensity/threshold value

Library	Title Text	Gatekeeper Theory Element Characteristics
East China Normal University Library	[Time Capsule] A Letter to 2020 Graduates	Intensity/threshold value
Shanghai Jiao Tong University Library	Reading Culture Month	2019 Borrowing Rankings: Special Gift for World Book Day

Table 15 Analysis of Low-Readership Digital Titles in 2020 Same-Period Data

Library	Title Text	Gatekeeper Theory Element Characteristics
Xiamen University Library	Closed Days Music Issue 49	Activity/competition issue number
Sun Yat-sen University Library	Closed Days Music Issue 50	Activity/competition issue number
Tsinghua University Library	Aidi Lecture Live Preview [Issue 7] Post-Epidemic Targeted Attack - Career Planning	Activity/competition issue number

6 Implications and Recommendations

In summary, gatekeeper theory affects title texts in both content and formal elements. The nine elements verify the impact of title text and theme on readership levels; simultaneously, they verify that character length, punctuation marks, and digital titles do not have strong correlations with readership—their impact relationships require contextual differentiation. Long titles can also bring high readership, and special punctuation and digital titles can also bring low readership.

Based on these operational techniques, this paper proposes a practical title naming formula under gatekeeper theory. First, based on high condensation and

generalization of quality WeChat copywriting content itself, extract substantive elements; then apply formal element techniques including character length, punctuation, and numbers to title texts for overall design, thereby providing better reading experiences for readers rather than sensationalist eyeball effects.

6.1 Content as Fundamental Basis: Disassemble and Prioritize Key News Elements

From the educational purpose of university libraries, this paper believes that extracting text and themes based on content itself can bring visual attention and psychological resonance to readers, forming strong connections between information and readers—this is what makes titles attractive. Guiding readers to click on copywriting through titles is the first step; whether readers benefit and whether libraries achieve educational effects ultimately depends on the content itself as the substantive element.

Therefore, this paper argues that title text and theme should first be disassembled—extracting news elements by category. Title space is limited, with each character being precious and each news element requiring careful consideration. Starting from content itself and comparing with gatekeeper theory elements, key news elements should be placed in titles. Key news elements refer to important information that can “concisely and powerfully” reflect and enhance copywriting value, attract readers’ attention, prompt copywriting to pass readers’ “gatekeeping” behavior, and accurately convey library resources and services to achieve educational purposes. The “concise and powerful” judgment standard is not title length or character count but that each news element in the title does not repeat the same type of element multiple times.

After extracting and selecting key news elements by category, they must be prioritized. Notably, key news element prioritization should conform to readers’ logical thinking sequences and memory rules. For important key news elements, place the most typical, representative, or prominent elements in the most prominent front position; for secondary key news elements, they can be appropriately weakened or even excluded from title elements. For example, “Spring Outing/Tickets Only 39.5, Let’s Go to Suzhou in May?” does not comprehensively display all news elements but only includes three key elements—price, time, and location—with the low price as the main key element occupying headline resources and using digital concretization to highlight this key element.

6.2 Apply Formal Element Techniques to Highlight “Small Entry Points”

“Small entry points” display important key news elements and highlight them through character length, digital titles, and special symbols.

In title length, what affects readership is not length itself but marketing strategies under different lengths. For character story copywriting, use ups and downs

in long titles to lead readers through operators' thinking, step-by-step to the story climax; for direct statement copywriting, use short and powerful titles to attract readers' attention quickly. For example, Fudan University Library's "At the Library|Zhang Ji Found a Girlfriend, Li Ping Submitted a Paper, What About You?" is a typical long title with 2,080 readership. The WeChat copywriting theme is "sharing harvests at the library as graduation season approaches," but the title does not directly express the theme through key news elements like "graduation season activity notice." Instead, it uses Zhang Ji and Li Ping's stories as small entry points to create title text themes, triggering readers' "intensity or threshold value" and "consonance" responses, inspiring the "you" on the other side of the screen with layered emotional progression, forming a well-proportioned, prominent title, even setting up a reversal effect to become a story with ups and downs.

In punctuation usage, both the unique value of punctuation itself and differentiated applications in similar scenarios should be considered. The above analysis shows that when indicating names: **[Name]** < "Name|Content Description" < "Content Description|Name." It is recommended to place "name" indicators later, preserving the "sustainability" and "cultural proximity" characteristics of overall column brands while increasing expression of other personalized title features, achieving unity between overall and individual elements and effectively avoiding aesthetic fatigue and difficulties in expanding beneficiary groups. For example, Zhejiang University of Finance and Economics Library's "Half a Month Apart! Another Nobel Economics Prize Winner Coming to Our University! (This activity is part of the Read 100 Books series, 2 points)" placed the name "(This activity is part of the Read 100 Books series, 2 points)" at the end, achieving over 4,000 clicks.

In digital titles, digital concretization often uses two numbers together to create greater visual impact through contrast. Xiamen University Library's "A Retired Elder Sent Five Books..." cleverly used the contrast between "one" and "five" to successfully attract readers' attention, achieving the highest readership for donation copywriting. Additionally, digital concretization includes both Chinese character numbers and Arabic numerals. The brain prioritizes recognizing numbers over Chinese characters, and readers have higher recognition and sensitivity to Arabic numerals. Therefore, increasing Arabic numeral usage is recommended.

6.3 Continuous Innovation to Obtain Sustained and Stable Attention

Sustained and stable updates based on library routine business easily create cognitive inertia barriers. For example, titled lectures, movie appointments, and new databases appearing at the forefront of title texts can easily cause user aesthetic fatigue, requiring differentiated breakthroughs to expand more strong-connection relationships with new-generation users and enhance brand vitality and differentiation. Based on inheriting library resources and characteristic spiritual cores, continuous innovation and differentiation should be maintained

to make title texts full of interest and freshness.

Maintaining sustained and stable user attention mainly involves two aspects:

Creating freshness through themes. By deconstructing hot topics and connecting them with library business, cutting into copywriting content itself from alternative angles, including but not limited to important time nodes in the library field, encouraging cross-boundary topic selection, particularly regarding socially concerned hot topics, which benefits expanding audience attention scope. Creating freshness through internet buzzwords and popular terms. According to Pengpai News statistics, none of the 2019 top ten buzzwords repeated those from 2017 [21], showing strong timeliness in buzzword application. As library service targets, especially students, they encounter new things faster and have higher requirements for WeChat operation innovation.

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Abstract: [Purpose/significance] Suggestions for WeChat operations mostly stay at the macro level, including controlling title character length, using special punctuation marks, digitizing titles, etc. It is particularly urgent to improve operation level to meet current needs of university library WeChat, including character length, special punctuation, and digital titles. [Method/process] The 524 title texts of 29 university libraries shortlisted in the top 50 of the WCI list from April 15 to 28, 2018 were selected as research data. Some data of November 2019 and April 15-28, 2020 were also added to improve data representativeness and conclusion credibility. Content elements (word, subject) and formal elements (number, punctuation, and length) of title text have been analyzed using methods such as text analysis, comparative analysis, and interviews with survey subjects based on Gatekeeper Theory. [Result/conclusion] A set of precise operation strategy formula of WeChat titles suitable for the characteristics of university libraries was proposed: Starting from the content standard,

extract key news elements, prioritize key news elements, look for small entry to highlight the title, and create a continuous and stable freshness.

Keywords: university library; title text; WeChat copywriting; precise marketing strategy

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

Source: ChinaXiv — Machine translation. Verify with original.