

Research on the Mobilization Mechanisms of NGOs and NPOs for Reading Promotion via Social Media: A Postprint Based on a Survey of National Reading Official Accounts

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Abstract

[目的/意义] NGOs and NPOs serve as important components of the national reading promotion service system. Studying their mobilization patterns and effects in social media communication facilitates transforming their discourse forms into public opinion forces and provides feasible strategies for promoting the sustainable development of national reading activities. [方法/过程] Employing media content analysis, this study conducts qualitative research on 1,018 articles from 13 official accounts, performing coding analysis, measurement, and inference on the sample content to provide a decision-making basis for problems existing in the mobilization mechanism. [结果/结论] Analyzing from four dimensions—reading activities, reporting, services, and beyond reading themes—this study examines the unique roles and mobilization patterns of NGOs and NPOs in the national reading promotion process. The research identifies several issues: direct replication from traditional print publications with outdated mobilization content forms; inadequate service systems leading to poor mobilization effectiveness; unclear target positioning and unfocused themes. Specific recommendations are proposed: technology-driven content production and form innovation; cultivating service systems through multiple measures; clarifying core demands and seeking topic relevance.

Full Text

Preamble

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Title: Research on the Social Media Mobilization Mechanism of NGOs and NPOs for Reading Promotion—Based on a Survey of National Reading WeChat Official Accounts

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Abstract

[Purpose/Significance] As vital components of the national reading promotion service system, NGOs and NPOs play a crucial role in studying their mobilization patterns and effectiveness in social media communication. This research facilitates the transformation of NGOs' and NPOs' discursive forms into public opinion forces, providing feasible strategies for advancing sustainable national reading activities. **[Method/Process]** This study employs media content analysis to conduct qualitative research on 1,018 articles from 13 WeChat official accounts. Through coding analysis, measurement, and inference of sample content, it provides decision-making basis for problems in the mobilization mechanism. **[Result/Conclusion]** From four dimensions—reading activities, reports, services, and non-reading themes—this paper analyzes the unique role and mobilization mode of NGOs and NPOs in national reading promotion. The research identifies several problems: direct copying from traditional print publications with outdated content forms; inadequate service systems resulting in poor mobilization effects; and unclear target positioning with unfocused themes. The study proposes specific recommendations: technology-driven content production and format innovation; multi-pronged cultivation of service systems; and clarifying core demands while seeking topic relevance.

Introduction

With “National Reading” included in the government work report for the fifth consecutive year, national reading initiatives have become a crucial measure for implementing the spirit of the 19th Party Congress and building a socialist cultural powerhouse, receiving increasing attention from government and social organizations. The State Administration of Press, Publication, Radio, Film and Television issued the “Notice on Launching 2018 National Reading Activities,” and the Party and government have introduced a series of policy measures to advance national reading work in an orderly manner. Beyond government departments leading national reading efforts, local non-governmental organizations (NGOs) and non-profit organizations (NPOs) have also become major social forces driving the sustainable development of national reading activities, forming an essential part of the national reading promotion service system.

These organizations provide richer reading products, better reading conditions and facilities for the people, and vigorously promote a social reading atmosphere of “loving to read, reading good books, and reading well.” For instance, the Tianjin National Reading Work Leading Group has organized activities such as exhibitions of outstanding publications, cultural lectures, and book recommendations, as well as selection campaigns for “Reading Stars,” “Scholarly Fami-

lies,” and “Micro Book Reviews.” The “Reading Home” book sharing sessions and reading promotion exchange meetings have fully demonstrated exemplary effects. In the social media environment, NGOs and NPOs dedicated to public welfare reading promotion have begun utilizing WeChat official accounts and other social media platforms to disseminate information about national reading promotion practices, reading evaluation activities, lecture forums, reading clubs, and reading services. They aim to transform the discursive forms of NGOs and NPOs into public opinion forces, thereby better leveraging social media platforms with massive user traffic.

In this process, the mobilization mechanism of NGOs and NPOs for reading promotion through social media relates to public participation in and feedback on national reading activities. From the perspective of promoting reading activities, the mobilization mechanism refers to the principles and methods that drive the generation, development, dissemination, and functioning of national reading activities, including the mobilization content, methods, and effects of various public welfare reading organizations in social media reading promotion. Therefore, exploring the mobilization mechanism of public welfare reading organizations hosted by NGOs and NPOs in social media reading promotion, analyzing the generation of mobilization issues, content, methods, and effects, examining problems in the mobilization mechanism, and proposing countermeasures are important research topics. This research is beneficial for transforming the discursive forms of NGOs and NPOs’ public welfare reading promotion into public opinion forces, exerting a profound and lasting influence on the power structure of China’s national reading promotion.

2. Research Status and Theoretical Foundation

2.1 Research Status

Currently, academic research on NGOs and NPOs in national reading promotion remains insufficient. Domestic reading promotion research primarily focuses on concepts, value reflections, library reading promotion trends, activity models, and promotion strategies, lacking specific discussions based on NGOs and NPOs. Relevant studies on public welfare organizations’ reading promotion mainly discuss: (1) Subject construction of public welfare organizations, such as establishing public welfare reading promoter training and certification systems; (2) Models of social forces participating in library management and reading promotion; and (3) Research on cooperative promotion of children’s reading by civil organizations.

Internationally, while comprehensive theoretical research on social media reading promotion is scarce, foreign public welfare organizations have rich practical experience in reading promotion. The UK launched the “National Year of Reading” in 1997 and entrusted the Booktrust foundation to continue implementing reading reward programs. Booktrust collaborated with public libraries, educational institutions, and health agencies to launch the “Bookstart” program, the

world's earliest national-level reading guidance service for preschool children, whose service philosophy influenced other countries. Germany implemented its localized "Bookstart" program in 2006, providing specialized services for children with disabilities. In 2013, the German Library Association partnered with the Digital Chances Foundation to launch the "Reading Creates Strength: Reading and Electronic Media" project. Additionally, the 83rd IFLA Conference in 2016 indicated that social cooperation in public libraries would become a future development direction.

In summary, public welfare reading organizations play important roles in reading promotion both domestically and internationally, mobilizing public reading behavior through their systems. As effective forms of public welfare reading promotion, NGOs and NPOs will form a unique public welfare communication system in the social media environment through interaction and seamless linking with government, media, and corporate public welfare. Their online and offline interactive mobilization and communication effects deserve more academic attention.

2.2 Concepts

NGOs and NPOs, as increasingly important emerging organizational forms in public management, have become one of the most effective forms of public welfare communication in the new media environment by using social media to set, follow, comment on, and forward national reading promotion issues and practices. NGOs are not specific organizations but a social organization system outside government and market systems. The UN Charter defines NGOs as all organizations outside the government engaged in non-profit activities internationally, including charities, aid agencies, youth groups, religious organizations, unions, and cooperative associations. Typical NGO public welfare reading organizations include the "National Reading Media Alliance," initiated by 78 media outlets with its office in China Press and Publication Media Group, aiming to aggregate media power to advocate national reading and build a scholarly China.

NPOs operate independently beyond government agencies and private enterprises, are non-profit-oriented, and can perform certain social functions while focusing on public welfare causes. They often have cooperative and complementary relationships with governments. Scholars generally use concepts like non-governmental organizations, civil organizations, third sector, independent sector, and non-profit sector interchangeably. Examples include the "National Reading Network" by the Shenzhen Reading Month Committee Office and "Hebei National Reading" by the Hebei Provincial National Reading Activity Group Committee Office, all belonging to this NPO public welfare reading organization type.

2.3 Theoretical Foundation

NGOs and NPOs typically conduct various reading-based activities through diverse forms and channels, simultaneously promoting reading information on social media to improve reading resource utilization. Their role in reading promotion should be guiding, assisting, and serving public reading behavior. This study is based on media normative theory, which posits that mass media should operate for broader public interests and the overall society. In Western communication studies, this is expressed as “normative theory of media and society.” Media normative theory examines what role media should play in society and how to achieve ideal values for specific social goals. However, as media systems are often influenced by political, economic, and cultural factors, different social organizations have different expectations of media, sometimes even contradictory ones. Therefore, media normative theory must focus on preventing media’s potential social functions from being misled by power and ideological struggles, urgently pointing toward public interests.

Content analysis is a social science empirical research method widely applied in library and information science, journalism, and management. It studies symbolic information signals that represent filtered ideological 沉淀. Media content analysis, derived from communication content analysis, examines meaning expression through certain media and symbolic systems. Researchers examine texts or other information forms based on different theoretical frameworks and research purposes, recording symbols that contain text or message characteristics through coding, then performing calculations, generalizations, and comparisons for description, explanation, and inference. K. Järvinen et al. believe content analysis can conduct in-depth reasoning, helping to excavate implicit content and potential information value. This study uses media content analysis to investigate mobilization methods and effects of NGOs and NPOs in national reading promotion, as textometrics and bibliometrics focus more on text probability patterns and external information characteristics rather than textual content inference and comparison.

3. Research Design

3.1 Media Content Analysis Method

This study employs media content analysis as its primary research method. Professor Peng Zengjun of St. Cloud State University believes that content analysis research objects are symbolic information signals representing multiply-filtered ideological 沉淀. The text itself formed by these information symbols is flexible, with meaning generated through interpretation. Media content analysis examines meaning expression through certain media and symbolic systems. Researchers examine texts based on different theoretical frameworks and research purposes, recording symbols containing text characteristics through coding to establish data, then performing calculations, generalizations, and comparisons for description, explanation, and inference. K. Järvinen et al. believe content

analysis enables deep reasoning, helping excavate implicit content and potential information value. This study investigates mobilization methods and effects of NGOs and NPOs in national reading promotion. Compared to textometrics and bibliometrics, which focus more on text probability patterns and external information characteristics, content analysis allows for textual content reasoning and comparison. Therefore, this study uses media content analysis to survey national reading official accounts hosted by NGOs and NPOs, coding their textual content for in-depth measurement, analysis, and inference to scientifically and effectively explore mobilization mechanisms and existing problems.

3.2 Research Sample

This study's subjects are WeChat official accounts established by NGOs and NPOs to advocate and promote national reading. Samples were selected by searching WeChat official accounts using keywords “national reading” and “reading promotion.” The screening process involved three aspects:

First, to ensure authority, samples were selected from officially certified accounts that met Tencent's certification criteria.

Second, the sample type was WeChat subscription accounts, which primarily convey reading promotion activities and information, excluding enterprise and service accounts used mainly for internal communication or service interaction, as these update slowly and are not representative.

Third, technology company accounts (online education companies, cultural communication companies, information technology firms) were excluded, as their purpose was not purely advocating national reading promotion.

Based on these criteria and purposive sampling according to research themes, 13 NGO and NPO public welfare reading official accounts were selected, totaling 1,018 articles. The sample time range was November 1–December 31, 2018. Preliminary sampling showed each account pushed 30–50 articles monthly, yielding 700–1,300 articles across 13 accounts over two months—sufficient for manual coding. The timeframe reflects recent conditions, ensuring timeliness and representativeness, with fewer major holidays or special events to capture normal information 推送. The “National Reading Media Alliance” had lower 推送 frequency based on actual activities, so its 统计 range was extended to six months (July–December 2018). Sample account information is shown in Table 1 .

3.3 Categories and Coding

The analysis unit selected was each article 推送 by the 13 accounts within the specified timeframe, including text, images, audio, and video. Category construction generally references theory, data, and existing research. Based on research purposes, actual article conditions, and media normative theory, content analysis was categorized into four primary indicators: reading activities, reading reports, reading services, and non-reading themes.

- (1) **Reading Activities:** Focuses on national reading-related practice activities hosted by NGOs and NPOs, subdivided into three secondary indicator systems: Practice activities (e.g., “Fragrant China Miles” 巡回采访, “Smiling Rainbow” 关爱特殊儿童公益活动); Interview activities (e.g., “Red Sofa” series); Evaluation activities (e.g., annual “Public Favorite 50 Books” recommendation).
- (2) **Reading Reports:** Includes book-related content, reading information, and bookstore-related content. Book-related content comprises “book lists” (recommendations), “book affairs” (essays on reading, authors, bookstores), “book excerpts,” and “book people” (reports on cultural figures and reading promoters). Reading information includes activity news, policies, and research reports. Bookstore-related content covers promotions and reviews of characteristic or new libraries and bookstores.
- (3) **Reading Services:** Considering NGOs’ and NPOs’ non-profit and service nature, their reading promotion role should guide, assist, and serve public reading behavior. This primary indicator includes audio book services, video links, and paid knowledge services.
- (4) **Non-Reading Theme Information:** Preliminary research found some accounts 推送 content completely unrelated to reading or reading promotion, including: Official information on host organizations’ achievements and policies; Social hot topics, entertainment news, and popular science; Inspirational “chicken soup” articles similar to other accounts, mostly emotional, workplace, lifestyle, and prose pieces.

Coding schemes are generally determined through induction or deduction. To ensure objectivity and accuracy, two graduate students were recruited as coders. After training, they independently coded analysis units according to the coding manual, requiring article-by-article reading rather than title-only coding. The researcher tracked coding issues throughout, and after repeated revisions including deduplication and merging, the final coding table is shown in Table 2. After coding, Cronbach’s Alpha was used for inter-coder reliability testing. Consistency was recorded as 1 (agreement) or 0 (disagreement). An Alpha coefficient >0.75 indicates good reliability. This study achieved 0.96 for primary indicators and 0.89 for secondary indicators, both exceeding the 0.75 threshold, demonstrating good reliability.

4. Statistical Results

A total of 1,018 articles were collected. “Shandong National Reading” 推送 the most articles (190), followed by “Fragrant Tianfu National Reading” (157) and “Hebei National Reading” (139). Coded by primary categories (Table 3), reading activities totaled 149 articles, reading reports 673, reading services 41, and non-reading theme 推送 reached 155. Reading service content was 推送 irregularly and updated slowly, so these figures were 统计 from all account content.

5. Analysis and Discussion

5.1 Overall Analysis

Social media has stimulated the transformation and development of NGOs and NPOs, becoming an important venue for public welfare communication and mobilization. Analysis of 1,018 articles from 13 accounts reveals that, overall, NGOs' and NPOs' organizational structure and credibility give them unique mobilization roles in national reading issue generation, community formation, and public opinion transformation. They present diverse promotion content through social media, as listed in the indicator systems. Over half (54%) of sample accounts 推送 at 1–2 day intervals, with 62% 推送 more than two articles per session, showing regular and frequent 推送 as organizations actively create national reading issues. Content analysis shows reading activities and reports account for 81% of articles, with organizations creating major brand activities like “Fragrant China Miles” and various cultural benefit activities including book exhibitions, reading sharing, literary lectures, and book signings.

However, NGOs and NPOs need improvement in social media communication techniques, as user participation motivation mechanisms remain insufficient and communication effects are mediocre. Analysis focused on article read counts revealed that seven accounts had most articles with fewer than 100 reads, even single digits. The other six accounts generally had 100–800 reads, with only a few original activity articles exceeding 1,000 reads.

5.2 Problems in Mobilization Practice

Media normative theory and internet media reality have formed intertextuality. Applying media normative theory to NGOs' and NPOs' social media-based reading promotion requires their mobilization content to closely focus on reading guidance and services. However, research found that 17% of 推送 content fell outside reading themes (Figure 1 [Figure 1: see original paper]), with 88 inspirational “chicken soup” articles (49%). Social hot topic articles (including 热点报道, entertainment news, and popular science) accounted for 39%. Another 12% were host organizations' own news reports, including achievements, activities, and policies—information more suitable for institutional official websites than reading service and guidance accounts. This results from unclear account positioning and confused target user groups.

To some extent, social media hot topics more easily gain user attention, and hot topics provide abundant information materials, saving content creation costs. However, many NGOs and NPOs ignore the crucial issue of relevance between hot topics and account positioning—specifically, relevance to core user groups and core objectives. Different account types have distinct precise audience positioning. If user profiles are vague or too broad, reported hot topics become irrelevant to core business, mistaking weak relevance for strong relevance. For example, “National Reading Promotion Group” frequently focused on children's education, misidentifying target user identity labels as young parents. Many ac-

counts simply 推送 entertainment celebrity news without clarifying users' core demands for following the account. Users seeking such hot topics would follow celebrity accounts instead. Therefore, NGOs and NPOs must judge the correlation between users' primary attribute labels in their accounts and hot topics, not secondary labels.

6. Conclusions and Recommendations

6.1 Technology-Driven Content Production and Format Innovation

In the internet age of information overload, the mobilization model of “secondary sales” of traditional media content is collapsing. NGOs and NPOs using social media for reading promotion should not simply internet-ize traditional media content but must innovate old media thinking, mechanisms, models, and technologies. Reading promotion mobilization content differs completely from traditional media formats. First, as public welfare and mainstream media organizations, NGOs and NPOs should emphasize advanced technology in social media content presentation and distribution. Mobile internet-era content production can utilize user profiling and big data analytics to drive content production and distribution. NGOs and NPOs must first convert users to their own platforms through online and offline methods, discovering and aggregating users, then using user profiling to build autonomous, controllable user platforms. Second, based on big data analysis of user reading needs and scenario preferences, they should achieve precise distribution of reading promotion content and targeted 推送 of characteristic information to maximize media value. “Henan National Reading” excels in regional characteristic promotion, with original articles about Yu Opera, suona, dragon-lantern dances, and clay sculpture promoting national intangible cultural heritage representatives and figures, distinguishing it from other accounts.

Additionally, to compete for user attention on social media, innovative content forms and discourse patterns are key. Traditional media content production's narrative forms, expression habits, and discourse styles have been updated in social user reading. Simply copying print content, however classic, struggles to attract user clicks and reading. Therefore, it's necessary to use data logs to study user reading preferences, then research what content to produce and how to 推送 it. The study found “Shenzhen National Reading” 敏锐 ly perceives user psychological preferences, using popular expressions and contexts for book recommendations. One article titled “True Fragrance, Argumentative Spirit, Lucky Fish... What's Your 2018 Keyword?” used three trending terms as titles to attract attention. However, the content wasn't purely about hot topics but used these keywords for book list recommendations, guiding reading. The format parsed each hot keyword, followed by a recommended book with detailed “cover + author + why read + what to read” explanations, ending with extended recommendation lists and links to “Shenzhen Reading Month 2018 Top Ten Books.” This model summarizes annual hot phenomena while 引出 ing relevant book lists, reasons, and value-added reading services, exemplifying social media

book list articles.

6.2 Multi-Pronged Cultivation of Service Systems

Since reading promotion is non-mandatory and non-obligatory, mobilizing active user participation requires stimulating internal motivation by 挖掘 ing public reading needs. Psychologist Victor Vroom noted that people engage in work and achieve organizational goals because these matters help satisfy certain needs and achieve personal objectives. Therefore, NGOs and NPOs must make the public feel reading's emotional, value, and instrumental benefits, demonstrating reading's spiritual enjoyment through improved reading service systems.

Reading service system construction includes: (1) Building online reading platforms offering local real-time content subscriptions, QR codes for extended reading, video links, audio reading, and creative elements to provide value-added reading services, making mobilization effects richer and more three-dimensional. These value-added services meet users' deep and functional reading needs even in the era of fragmented reading. (2) Building user information management platforms and reading communities to cultivate and 挖掘 potential opinion leaders while providing targeted derivative services and understanding users' latent needs. These measures address identified deficiencies in NGOs' and NPOs' mobilization practices and service system construction. Future efforts should leverage host organizations' public resource integration capabilities to cultivate their own reading service platforms, effectively 挖掘 ing social media reading mobilization advantages, advocating scientific segmented reading, layered reading, and graded reading services, and building comprehensive supporting measures to provide basic guarantees for national reading mobilization.

6.3 Clarifying Core Demands and Seeking Topic Relevance

To address unclear mobilization target positioning, the key is accurately judging whether 推送 content strongly correlates with core objectives. Evaluation criteria include: whether hot topics can extend to reading promotion, development trends and communicability, whether they align with positive values, and whether interested user groups match account follower groups. Content that merely caters to social hot topics without creating value for the account or matching its tone should not be published, however popular. If a topic meets these conditions, finding the writing 切入点 becomes crucial. NGOs and NPOs must always focus on users and services, identifying relevance between users' core demands and their own core content.

For example, "Shenzhen National Reading" 推送 an article titled "What You Can't Get Enough of in 'Flavorful World' Can Be 'Eaten' in These Books!" Following the hot topic of Chen Xiaoqing's popular food documentary "Flavorful World," it sought relevance to 推送 a book list about "eating." The content presentation, like the documentary, was exquisite and thoughtful. Under a pair of chopsticks, each food name was listed with the editor's philosophical commen-

tary, followed by related book information and excerpts. Some cuisine introductions included dynamic food images, making them more appetizing. The overall layout was literary and elegant. Both in theme content and presentation style, the hot topic selection perfectly matched the account's core demands, making the book list recommendation refreshing.

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Author Contributions

Wang Han: Surveyed official accounts and wrote the paper; Yin Zhangchi: Constructed the paper framework and revised content.

English Abstract

Research on the Social Media Mobilization Mechanism of NGOs and NPOs for National Reading Promotion: Based on a Survey of WeChat Reading Subscriptions

Abstract: [Purpose/significance] NGOs and NPOs as an important part of nationwide reading promotion systems, to research what patterns and effects of reading promotion from NGOs and NPOs, is beneficial to form public forces of reading. The purpose is to provide viable strategies to promote sustainable reading activities of the public. [Method/process] This paper applies media content analysis to research on 1,018 article contents from 13 WeChat subscriptions. The sample contents will be coded, measured and inferred, so as to provide solutions of the problems of reading mobilization mechanism. [Result/conclusion] The paper analyzes the unique role and mobilization mode of NGOs and NPOs from reading activities, reports, services and reading themes. The research finds that there are many problems such as content form not updated; reading service system insufficient; target not clear. The paper puts forward technology-driven content production; multiply measures to foster service systems; to clarify core demands and relevant to the topics.

Keywords: nationwide reading; investigation of reading promotion; mobilization mechanism; NGO and NPO

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

Source: ChinaXiv — Machine translation. Verify with original.