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## Current Status and Countermeasures of Library Digital Reading Promotion: Postprint

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**Date:** 2023-07-26T00:00:00+00:00

### Abstract

[Purpose/Significance] This study investigates the current development status of digital reading promotion in domestic libraries, aiming to provide suggestions for the future development of library digital reading promotion. [Method/Process] Taking domestic public libraries and university libraries as the main research objects, and using library websites, WeChat official accounts, Weibo accounts, etc. as data sources, this research employs web survey method and literature survey method to investigate the current status of digital reading promotion in Chinese libraries. [Results/Conclusion] Currently, digital reading promotion in Chinese libraries is developing rapidly. The modes of digital reading promotion include activities, publications, interpersonal communication, advertising, courses, navigation and recommendation, etc. However, the development is unbalanced, focusing mainly on activity mode and recommendation mode. There is still considerable room for development in library digital reading promotion.

### Full Text

### Preamble

**ChinaXiv Collaborative Journal**

Vol. 63, No. 17, September 2019

### Current Status and Development Strategies of Digital Reading Promotion in Libraries

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### Abstract:

[Purpose/Significance] This study investigates the current development status of digital reading promotion in domestic libraries to provide recommendations for future development. [Method/Process] Focusing on public and academic

libraries in China, this research employs network survey and literature survey methods, using library websites, WeChat official accounts, and Weibo accounts as data sources to examine the present situation of library digital reading promotion. [Result/Conclusion] Currently, digital reading promotion in Chinese libraries is developing rapidly, with promotion models including activities, publications, interpersonal communication, advertising, courses, navigation, and recommendation. However, development is unbalanced, dominated primarily by activity-based and recommendation-based models, indicating substantial room for growth in library digital reading promotion.

**Keywords:** digital reading; digital reading promotion; reading promotion; library

**Classification Number:** G252

**DOI:** 10.13266/j.issn.0252-3116.2019.17.011

A report on the 8th China Library Collection Development Forum [1] indicates that libraries' resource construction methods and reader borrowing patterns have undergone significant transformation, accelerating the upgrading of library collection development, with increased attention to e-books and databases. According to reading reports and borrowing data released by some domestic libraries in recent years, paper-based reading will reach a peak in the coming years, after which electronic reading will become the dominant trend [2]. Against this backdrop, digital reading promotion initiatives such as the Digital Library Promotion Project and "Scan QR Code to Read Books, Hundred Cities Read Together" have received widespread acclaim, demonstrating remarkable promotion effects and gradually becoming a new growth point for library reading promotion. In recent years, some scholars [3-5] have investigated the current status of library digital reading promotion through literature surveys, questionnaire surveys, and website investigations, but these studies have focused primarily on promotion channels and strategies, lacking comprehensive research on essential elements such as promotion targets, target users, and promotion information, as well as overall digital reading promotion models [6]. The internet has reshaped relationships between people, between people and information, and between people and services. Digital reading promotion offers convenience, efficiency, and personalization. Conducting follow-up research on library digital reading promotion helps summarize experiences, identify problems, and facilitate better development. This study aims to investigate the development status of digital reading promotion models in domestic libraries, summarize achievements, analyze issues, and provide recommendations for future development.

*This research is supported by the National Social Science Fund Project "Research on Deep Digital Reading Promotion Based on Content Marketing" (Project No.: 16BTQ002).*

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**Received:** November 26, 2018

**Revised:** February 12, 2019

**Pages:** 93-102

**Responsible Editor:** Wang Chuanqing

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## 2. Research Design

### 2.1 Digital Reading Promotion Models

Digital reading promotion refers to marketing, communication, and educational activities aimed at encouraging more users to utilize digital reading services. Based on user needs, it employs various means and methods to deliver information about digital reading services to users, capturing their attention and interest, stimulating their reading desire and behavior, with the goals of promoting digital reading, improving digital reading literacy, and enhancing digital reading services.

Observed from marketing, communication, and educational perspectives, digital reading promotion emphasizes information dissemination and interaction, essentially forming a complete information flow. An information flow consists of information sources, information, channels, receivers, information transmission, and feedback. Based on this, the components of digital reading promotion include promotion subjects, promotion objects, target users, promotion information, promotion channels, promotion methods, and promotion evaluation. The digital reading promotion process involves promotion subjects first identifying target users, then determining promotion objects based on their needs, creating appropriate promotion information, selecting suitable promotion channels and strategies, and finally measuring promotion effects through evaluation design and implementation. External influencing factors include various spatial-temporal scenarios, cultural atmospheres, policies, and other micro and macro environments. The operational mechanism of digital reading promotion refers to the structural relationships among the components of the digital reading promotion system and their operational processes under the influence of internal and external factors. As shown in [Figure 1: see original paper], the operational mechanism can be summarized as follows.

Digital reading promotion operational models summarize various methods for implementing this mechanism. Based on the components and external influencing factors of digital reading promotion, operational models can be summarized from single-element, multi-element combination, and comprehensive-element perspectives. Summarized from a comprehensive-element and whole-process perspective (combining specific implementation methods for each element and process in [Figure 1: see original paper]), the basic models of digital reading pro-

motion can be categorized into: (1) activities; (2) publications; (3) interpersonal communication; (4) advertising; (5) courses; (6) navigation and recommendation. Naturally, there is some overlap and intersection among these models.

## 2.2 Survey Methods

Using the basic digital reading promotion models constructed in Section 2.1 as the survey framework, this study examines the National Library of China, major provincial and municipal public libraries, and “Project 211” university libraries. Using library official websites, WeChat official accounts, and Weibo accounts as data sources, network survey methods were employed to investigate the current status of digital reading promotion models in Chinese libraries from July 2018 to October 2018. In addition to network surveys, literature survey methods were used to supplement materials, collecting cases of library digital reading promotion. The collected materials were then screened, organized, and refined to present and analyze the development trends of domestic library digital reading promotion models from a comprehensive-element perspective.

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## 3. Basic Situation of Library Digital Reading Promotion Models

Overall, Chinese libraries have developed various digital reading promotion models including activities, publications, interpersonal communication, advertising, courses, navigation, and recommendation, but development is uneven, dominated primarily by activity-based and recommendation-based models.

### 3.1 Activities

Digital reading promotion activities are currently one of the main models, including on-site and online activities. Major activity types include: (1) holding distinctive reading festivals/seasons/months and digital reading promotion projects to create a favorable reading atmosphere through comprehensive reading activities; (2) conducting training lectures to introduce library database resources, access methods, and usage techniques; (3) organizing competitions such as essay contests, information retrieval contests, knowledge quizzes, and resource creation activities to promote digital resources through user interaction; (4) hosting online and offline exhibitions to showcase digital library and database services; and (5) organizing exchange activities such as shared reading events, reading salons, and book clubs.

### 3.2 Recommendation

Recommendation is increasingly becoming the primary model for library digital reading promotion. Many libraries regularly recommend selected e-books, journals, databases, and online resources to users through websites, mobile library

apps, WeChat, Weibo, subway and bus advertisements, and other channels. These include thematic recommendations, expert recommendations, user recommendations, and automatic recommendations, with users able to read online directly through QR code links, supplemented by offline exchange activities.

### 3.3 Courses

Courses include reading courses and digital reading behavior training courses. Library MOOCs (massive open online courses) are highly popular among users due to their carefully designed content, achieving good social impact. The National Library of China's open courses are representative examples. These open courses, drawing on the MOOC concept of "massive, open, and online," rely on the library's vast collection resources and adopt an online-offline interactive model to create a general education platform for the public. The platform features thematic courses, book recommendations, librarian lectures, classic literature appreciation, famous works reading, and health wisdom. Since its official launch on April 23, 2015, the platform has produced 1,407 lecture videos and provides open access. Each course includes sections on course overview, class schedule, related courses, and extended learning. In the extended learning section, the National Library fully utilizes internet resource integration advantages to insert background knowledge related to the course in text, image, audio, and video formats, recommending monographs, journals, and other electronic resources related to the course, and using hyperlinks to connect with library book and journal resources, greatly improving the utilization and service efficiency of the library's digital resources. University libraries generally provide training on digital libraries, digital resources, and their usage methods in information literacy courses and online training courses. For example, Peking University Library offers a school-wide elective course "Electronic Resource Retrieval and Utilization" and a high-quality video open course "Digital Library Resource Retrieval and Utilization" in its information literacy course group, introducing various online electronic resources and enabling students to systematically understand and proficiently master retrieval, browsing, and usage methods for various databases, e-journals, e-books, newspapers, and multimedia databases, thereby promoting the use of library digital resources. Overall, the course model still has considerable room for development, with both content and format expandable. For instance, online reading training courses currently offered by many digital publishing institutions could be introduced into library digital reading promotion to improve users' digital reading literacy.

### 3.4 Publications

Publications include formal and informal publications such as various guides/brochures and reading guidance journals (including bibliographies, book reviews, and abstracts). Some libraries promote digital resources through publishing (electronic) library journals. For example, the Sun Yat-sen University Zhuhai Campus Library launched the electronic publication *Subject Magazine*

to expand reading for campus faculty and students and support research. Each issue focuses on one theme, pushing core journal articles to all faculty and students via WeChat. Users can click “Read Full Text” at the bottom of the article or scan the QR code on the electronic journal cover to access the complete content. However, publications specifically for promoting digital reading materials are still rare in libraries.

### 3.5 Advertising

Advertising includes various media advertisements such as flyers, posters, video advertisements, and online advertisements, which introduce and inform users about digital reading materials and digital library service systems through text and images, providing online links. For example, Shanghai Library placed large advertisements for “Citizen Digital Reading” in multiple newspapers, printing QR codes in the publications that readers could scan to download the digital library mobile app, achieving significant promotion effects. “Scan QR Code to Read Books, Hundred Cities Read Together” is a digital reading promotion activity initiated by the Reading Promotion Committee of the Chinese Library Society, mobilizing libraries and reading institutions nationwide. Using e-books and QR codes as promotion content and reading methods, the activity employs poster advertisements and celebrity endorsements to deliver e-book information containing online reading QR codes to readers. Readers can scan the codes with smartphones or tablets to read e-book full texts online or download them through mobile apps for reading. Compared to mass media advertising, more libraries publish digital reading promotion advertisements on internal and external publicity windows, websites, WeChat, Weibo, and other community platforms.

### 3.6 Interpersonal Communication

Interpersonal communication includes librarians’ oral promotion, user consultation responses, and word-of-mouth among users. Librarians can communicate face-to-face with users on-site to answer various questions or interact with users online. For example, Southwest University Library’s “Scholarly Southwest University · Civilized Campus” reading series includes “Digital Resources On-site Consultation and Recommendation Activities.” Many libraries, such as Nankai University Library, invite database vendors to conduct electronic resource promotion activities, setting up booths for direct face-to-face communication with users to discuss electronic resource-related issues. Numerous libraries use mainstream public community platforms (such as WeChat, Weibo, and Douban Reading) to communicate with users, while some libraries develop their own online reading communities. For example, Chongqing University Library independently developed the LIB2.0 system virtual community “My Study Room” mini-blog and virtual “Book Club,” where users can comment on books they have read and engage in exchanges through this platform.

## 4. Development of Library Digital Reading Promotion Activity Models

Currently, domestic libraries' digital reading promotion activities mainly include lectures/training, experiences, competitions, exhibitions, and shared reading.

### 4.1 “Network Scholarly Fragrance · Digital Library Construction and Services” Promotion

The “Network Scholarly Fragrance · Digital Library Construction and Services” promotion activity is a large-scale comprehensive event led by the National Library of China, organized uniformly by the Digital Library Promotion Project, and participated in by public libraries nationwide. It includes lectures, exhibitions, essay contests, competitions, mobile libraries, and digital resource information retrieval activities, providing personalized, diversified, and all-media digital library services to the public. According to data from the National Library of China, as of 2017, the Digital Library Promotion Project led by the National Digital Library covered 41 provincial libraries and 486 prefecture-level libraries nationwide, serving over 2,900 county-level libraries. The project has held various digital reading promotion activities under the “Network Scholarly Fragrance” brand, including the “Spring Rain Project · Network Scholarly Fragrance,” “Children’s Voices Reciting Ancient Rhymes · Classics with New Voices,” “Digital Reading Promotion Project for the Blind,” and mobile reading promotion activities, promoting the National Digital Library and its digital resources through on-site events, websites (thematic webpages), apps, communities, media, and exhibitions.

The “Children’s Voices Reciting Ancient Rhymes · Classics with New Voices” national online poetry recitation activity for children began in 2017, encouraging participation from children and their families to create a favorable atmosphere for nationwide recitation and guiding children to fully utilize high-quality resources from the National Digital Library. From June to August 2018, the Digital Library Promotion Project continued to organize this activity in conjunction with public libraries at all levels nationwide. In May 2018, the National Library of China, together with 18 libraries nationwide, launched a mobile reading promotion activity with the theme “Scientific and Technological Innovation for a Strong and Prosperous Nation.” The activity included online thematic public reading and interactive challenges, as well as offline QR code reading and reading Q&A. Mobile reading sub-stations of 18 provincial and municipal public libraries, including Zhejiang, Henan, Xinjiang, and Yunnan, participated, with 30,000 online participants. The “Network Scholarly Fragrance · Digital Library Construction and Services” promotion activity offers advantages such as diverse activity types, multi-library collaboration, and significant promotion effects, but lacks direct promotion of digital resources like e-books.

## 4.2 Lectures, Training, and Experiences

Lectures, training, and experience activities are conventional digital reading promotion models adopted by many libraries. and list some of these activities held by public and university libraries, some of which are organized in cooperation with digital publishing institutions. These activities promote digital library systems, service projects, and brands through online and offline training (reading guidance), interactive exchanges, and hands-on experiences, focusing on introducing usage methods to improve users' digital reading literacy and ability to utilize digital resources.

## 4.3 Competitions

Competitions are also a regular digital reading promotion model in libraries. and list digital reading competition activities held by some public and university libraries, some of which are jointly organized by multiple libraries or in cooperation with digital publishing institutions. These competitions use online and offline evaluation, challenge-based, and Q&A methods to organize user participation and promote digital resources.

Co-organizing digital reading promotion competitions with digital publishing institutions is currently one of the main promotion models. Relying on the electronic resources and online service platforms of digital publishing institutions, multiple libraries jointly carry out digital reading promotion competition activities to promote digital resources. For example, Superstar Group's Cloud Boat platform is a creative tool platform that supports online editing and display of rich media materials such as images, text, PPTs, and audio/video. Created works can be displayed and interacted with on multiple terminals including PCs and mobile phones, and can also be shared on social tools such as WeChat for promotion and dissemination. University libraries including Zhejiang University, Nankai University, and Fudan University have cooperated with Superstar Group to hold the "Superstar · Cloud Boat Cup" thematic creation competition, where teachers and students create thematic content on the Cloud Boat app. The Jiangsu Provincial University Library Committee's Reader Services and Reading Promotion Special Committee organized the first "Cloud Boat Cup" shared reading competition across the province from April to May 2018, with each university library organizing its readers to log in to the Cloud Boat platform, create or join shared reading groups, create reading note content, exchange and interact, and share reading experiences. User creation competitions are currently a relatively novel competition model with obvious promotion effects.

## 4.4 Exhibitions

Exhibitions are another frequent digital reading promotion model in libraries. Through online or on-site exhibitions, libraries promote and publicize digital libraries and digital resources. For example, the "Impression of Digital Library"

experience zone exhibition of the National Library of China's Digital Library Promotion Project showcases shareable digital resources and service platforms nationwide. The Capital Library's digital reading recommendation thematic exhibition displays and promotes digital reading resources and digital library service platforms within the library. Chongqing University Library promotes digital resources through offline exhibitions and other methods. The Jiangsu Children's Digital Library supplements online resource services with offline children's activities, thematic exhibitions, and large-scale competition activities.

#### 4.5 Shared Reading Activities

An increasing number of users prefer collaborative and interactive learning. Shared reading activities such as reading marathons, as a new model of group reading promotion, are becoming increasingly popular among users. These shared reading activities often provide selected designated reading materials through reading salons, book clubs, communities, and other reading communities or online platforms, with expert/teacher guidance and interaction (with experts/teachers and among peers), creating a collective reading atmosphere that stimulates users' reading enthusiasm, guides them to develop good reading habits, and improves their digital reading literacy.

##### 4.5.1 Civil Society Organizations Coordinating Nationwide Library Shared Reading Activities

In 2016, the Reading Promotion Committee of the Chinese Library Society launched the "Scan QR Code to Read Books, Hundred Cities Read Together" public welfare reading promotion action, organizing libraries and reading institutions nationwide to participate. The committee compiled an *Activity Guide* to instruct participating units, established an expert group to recommend 9 e-books per issue to guide deep reading, designed activity poster templates for free use by participants, established an activity feedback mechanism, and created a column website to provide an information platform for activity units to understand and participate. The activity features: (1) multi-regional collaboration among diverse promotion subjects, with hundred cities reading together and a strong collective reading atmosphere; (2) focused promotion of selected e-books with professional guidance and recommendations for deep digital reading; (3) unified promotion information (unified brand, unified poster publicity, celebrity recommendations); (4) convenient online QR code links for users to access digital reading materials; (5) significant promotion effects—by the end of 2017, nearly 250 libraries from 29 provinces, autonomous regions, and municipalities directly under the central government had participated, including 203 public libraries, 37 university libraries, 2 library societies, 2 documentation and information centers, 2 party school libraries, 1 bookstore, and 1 book company. A total of 7 recommendation activities were published featuring 63 books, with 489,237 total online and download reading instances nationwide, including 403,677 online readings and 85,560 download readings, averaging 7,765 readings per book.

**4.5.2 Library-Organized Regional Shared Reading Activities** The Capital Library’s “Sharing Scholarly Fragrance, Enjoying Good Books” youth classic reading guidance activity serves primary and secondary school students in the Beijing-Tianjin-Hebei region, using classic masterpieces recommended by the Ministry of Education as reading guidance content. Books can be read online, with expert video guidance provided. The activity invites experts, scholars, cultural celebrities, backbone teachers, and university students from the three regions to serve as professional cultural volunteers. Relying on the youth classic reading guidance internet platform led by the Capital Library, the activity conducts diverse online volunteer services including thematic lectures, reading guidance demonstration classes, and class reading clubs, combined with rich offline reading promotion activities.

**4.5.3 Library-Organized In-House Shared Reading Activities** In 2018, Peking University Library held a “Shared Reading of One Book” reading aloud activity, collecting contributions from Peking University teachers and students to read works by Peking University authors in segments to create an audiobook available for online listening and download, with opportunities for offline exchanges with the authors themselves. To celebrate Peking University’s 120th anniversary, the library, in conjunction with the university’s Network Education Office and Beijing Yunshuxie Education Technology Co., Ltd., organized the first “Reading Marathon” activity. Ten top-level masters from different fields recommended reading materials, developed reading plans, and led the reading. The activity adopted an “online reading + offline salon” approach to promote “three-dimensional” reading. Participants logged into the “Classic Reading Guidance” app to access electronic resources, followed instructions to read corresponding content within two weeks, completed reading check-ins on the app, and received rewards based on points ranking according to reading completion. Through shared reading activities, the library created a favorable reading atmosphere on campus that encourages independent reading, thinking, and discussion, guiding students toward deep digital reading and improving digital reading literacy.

**4.5.4 Library-Digital Publishing Institution Collaborative Shared Reading Activities** From 2017 to 2018, multiple university libraries (including Southwest University, Beijing University of Science and Technology, and Southwest Jiaotong University) cooperated with Superstar Publishing Company to hold the “Shared Reading Without Loneliness” national shared reading competition. Relying on Superstar’s Learning App and selected classic works, multiple shared reading groups were established, each with a well-known expert as the reading leader. The leader provided daily guidance, posted daily shared reading content, and everyone read and discussed together. The leader interacted with readers through text discussions, audio recordings, and live broadcasts, providing deeper analysis of book content, sharing personal experiences, exchanging reading insights, discussing hot topics, and answering

reader questions. Readers could participate by checking in, writing reading notes, and engaging in group activities.

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## 5. Current Status of Library Digital Reading Recommendation Models

Recommendation is a new digital reading promotion model that has developed in recent years and has gradually become the mainstream model for library digital reading promotion. Most libraries utilize websites, mobile library apps, WeChat and Weibo, subway and bus environments, etc., to regularly or irregularly recommend books, journals, databases, and other digital resources to users based on their problems or tasks, preferred themes, etc., with a focus on selected e-book and e-journal online recommendations, generally providing direct QR code links to digital reading materials supplemented by offline exchange activities.

### 5.1 Online E-Book and E-Journal Recommendation

and list the basic situations of online e-book and e-journal recommendation models in the National Library of China, some public libraries, and university libraries. The Hundred Cities Shared Reading and other shared reading activity models all operate through online recommendation of selected e-books, belonging to e-book and e-journal recommendation.

Shanghai Library is a leader in e-book and e-journal recommendation. In May 2015, the library launched the “Micro Reading Channel” via WeChat official account, becoming the first in China’s library community to provide registered readers with free access to a large number of legitimate e-book full texts. Users can access the channel through WeChat, Alipay, and Toutiao. Based on this channel, librarians recommend 7 high-quality e-books weekly around a specific theme or social hot topic, using introductory remarks at the beginning of articles to stimulate readers’ interest. Each book includes a “Reading Notes” section and QR code to help users quickly perceive and access the promoted books, with users able to scan the QR code for online reading. The Micro Reading Channel also regularly conducts reading sharing, online reading clubs, and offline practice activities. “Micro Reading” has become Shanghai Library’s mobile e-book reading brand with significant promotion effects. According to Shanghai Public Library’s 2017 Reading Report, from its launch in 2015 to the end of 2017, over 840 books were recommended, with total “Micro Reading” views reaching 315,072 in 2017. In August 2016, the journal micro-service “Micro Literature Hall” was launched, recommending 7 key journal articles weekly based on hot topics, with over 400 articles recommended by the end of 2017.

“M Metro·Library” is a public welfare reading promotion project jointly launched by Shenzhen Library and MTR (Shenzhen) in 2017 for subway pas-

sengers, representing a typical e-book and e-journal recommendation practice. The project relies on subway travel time and space platforms, selecting digital resources from Shenzhen Library. Passengers (readers) can access digital reading resources anytime through mobile terminals by scanning QR codes. The project promotes e-books and other digital resources, digital library service projects, and their usage methods to improve the utilization rate of digital reading services. The Shenzhen Library's Citizen Digital Reading Promotion Plan integrates various digital reading services of the library, officially launched at the end of 2011, relying on the "Citizen Digital Reading Website" to first launch mass digital reading services. The "M Metro • Library—Good Books for '4' Reading" column was jointly launched by Shenzhen Library and MTR (Shenzhen) as a public welfare reading activity. During the activity period, 10 selected e-books were regularly pushed in column format for passengers to read for free. Over one year, 4 different themes with 40 e-books available for direct QR code scanning were launched, with over 100,000 participants in reading activities. In August 2018, Shenzhen Library and MTR (Shenzhen) continued to deepen their "M Metro • Library" public welfare reading cooperation, planning to launch themes such as "Shared Reading of Good Times," "Striving in the New Era," and "Music Moves You and Me, Books Deliver Hope," continuing until February 2019. Each thematic activity recommended selected e-books and audio reading materials for citizens and passengers to scan and read for free, featuring "Read, Review, and Share" series interactions, as well as reading sharing sessions, relay reading, and 1-minute subway listening activities.

## 5.2 Multimedia Reading Material Recommendation

With the growth of audio and video digital resources in library collections, some libraries have begun promoting listening and video resources online. lists the situations of some libraries recommending multimedia reading materials. This recommendation model, integrated with paper-based and e-book/e-journal recommendations, helps stimulate library users' reading interest and participation enthusiasm, improving digital reading promotion effects.

## 5.3 Database Recommendation

Recommending collection database resources is also a common digital reading recommendation model in libraries. lists practices of some libraries, including two types: one is the online introduction of collection database resources and their usage methods; the other differs from general database introductions, with more specific and targeted recommendations, generally oriented toward problems, tasks, or social hot topics encountered by users.

Capital Library frequently recommends corresponding database resources based on social hot topics. For example, in its digital resource recommendation No. 170, the library first introduced the main content of the "Belt and Road" initiative, then introduced the "Belt and Road" research and decision support platform of the State Research Network, which integrates comprehensive infor-

mation about the “Belt and Road” initiative, and 图文并茂地向读者介绍了各栏目的主要功能及包含的内容，最后介绍了从首图网站访问上述数字资源的方法；到了毕业季，首都图书馆面向应届毕业生推荐写毕业论文常用的期刊数据库。

When recommending database resources online, Peking University Library excels at planning and packaging promotional language. For instance, in its WeChat official account’s “Database Usage” column, the library uses the story of Professor Eijnatten, Head of the History Department at Utrecht University in the Netherlands, to explain the important role of digital resources in academic research, thereby recommending the library’s humanities and history digital resources. The WeChat official account also features a special column “Case Studies,” with each issue introducing a database’s application scenario at a certain level, allowing readers to understand the database’s content and perceive its value through specific application scenarios. The story-based promotion information makes database introduction and recommendation more vivid and interesting, thereby bridging the gap with readers and achieving better promotion effects.

#### 5.4 Online Digital Resource Recommendation

Some libraries also develop and recommend publicly available online digital resources based on user needs, beyond their collection digital resources. The “Micro Zhihu” and “Micro Data” services of Sun Yat-sen University Library represent such practices. Micro Zhihu selects meaningful questions and answers of interest to users from Zhihu, focusing on people’s livelihood information with daily updates. Micro Data selects content related to economic trade and people’s livelihood from the State Research Network, primarily presenting data lists with irregular updates. However, this model of developing and recommending publicly available online digital resources is currently only explored by a few libraries.

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## 6. Problems and Countermeasures in Library Digital Reading Promotion

### 6.1 Further Promote Digital Reading Promotion and Integrate with Traditional Reading Promotion

As seen above, digital reading promotion in Chinese libraries is currently developing rapidly and has achieved remarkable results. However, compared with the rapid development of national digital reading rates and the intensity of traditional reading promotion, library digital reading promotion still has considerable room for development. Digital reading promotion can leverage digital advantages to vigorously develop online promotion models, including online activities, online publications, online reading communities, online advertising, online courses, online navigation systems, and online recommendation systems,

integrating various models based on online collaboration. Especially with the development of big data and intelligent technologies, online promotion can leverage the advantages of personalized and intelligent recommendations to improve the precision and effectiveness of digital reading promotion. Therefore, the library community should attach greater importance to digital reading promotion, incorporating it into overall reading promotion planning and arrangements.

### **6.2 Promote Diversified Development of Library Digital Reading Promotion Models and Continuously Innovate**

Digital reading promotion requires the synergy of multiple models to expand coverage and reach and enhance promotion effects. Currently, library digital reading promotion models are dominated by activity-based and recommendation-based models. The library community should strive to promote diversified development of digital reading promotion models, enabling publications, reading communities, courses, advertising, and other models to play greater roles. Based on existing models, libraries should strengthen overall planning, fully utilize digital information technology, and promote continuous innovation in library digital reading promotion models for sustainable and effective development.

### **6.3 Promote Collaborative Promotion Subjects and Establish Youth-Centered Digital Reading Promotion Teams**

Currently, some library digital reading promotion activities are conducted in cooperation with other libraries and institutions, but more are organized independently by single libraries. Due to limited resources and personnel in individual libraries, promotion effects are constrained. Joint organization is the solution. In the internet environment, collaboration is both a trend and an advantage. Libraries can cooperate based on online collaborative promotion platforms, with unified planning and publicity to expand influence and improve effectiveness. Digital reading promotion team construction should be youth-centered with familiar digital reading habits, supported by experienced librarians as backbones, to improve promotion quality.

### **6.4 Strengthen User Orientation and Focus on Promotion Effects**

Currently, most library digital reading promotion targets all users, with few promotions segmenting user groups according to their characteristics, reducing promotion effectiveness. User orientation should be strengthened to conduct digital reading promotion for segmented audiences. In the internet environment, target users for digital reading promotion are primarily young people. Users can be segmented by digital reading literacy level, different digital terminals held, fan status, and other characteristics. User big data can be utilized to accurately analyze different user types, enabling personalized digital reading promotion for different user groups to improve effectiveness.

### **6.5 Increase Promotion of Excellent Digital Reading Materials and Improve Users' Digital Reading Literacy**

Currently, library digital reading promotion objects are primarily digital library systems and databases, with insufficient promotion of deep digital reading literacy and digital reading materials. Due to negative impacts of the online environment, many users have low digital reading literacy. Libraries should strengthen guidance and interpretation of excellent digital reading materials, leading more users to develop deep digital reading habits and improve their digital reading literacy. Leveraging the advantages of digital reading materials that can be directly connected online and presented through multiple terminals, libraries should strengthen promotion of digital reading materials. Taking advantage of mobile reading, libraries should actively promote micro-knowledge. Adapting to the trend of digital reading material stereoscopy, libraries should promote digital multimedia reading materials such as audiobooks and micro-lectures.

### **6.6 Strengthen User Perception Behavior Research and Carefully Design Promotion Information**

In the process of selecting digital reading materials, users exhibit limited allocation of cognitive resources, making it impossible for them to comprehensively perceive digital resources. Libraries should strengthen research on user perception behavior characteristics and carefully design promotion information to capture user attention and interest, improving digital reading promotion success rates. Currently, most libraries do not attach importance to promotion information design, focusing on simple introductory publicity that struggles to attract user attention. Promotion information design should be based on user perception behavior characteristics, with content corresponding to user reading needs, reflecting the advantages and features of promotion objects, and using specific and clear expression methods. Design should be user-centered, based on familiar contexts and situations to create resonance. Expression forms should be vivid (multimedia, visualization, etc.), interesting (storytelling, gamification, etc.), concise (micro-content), and fashionable, staying close to users to facilitate perception and acceptance.

### **6.7 Further Integrate Multiple Online Channels While Combining with Offline Channels**

In digital reading promotion, comprehensively using multiple promotion channels according to target users, promotion objects, and promotion information characteristics often achieves better results. Currently, integration design of digital reading promotion channels in libraries needs improvement. On one hand, multiple online channels (official websites, WeChat, Weibo, apps, QR codes, etc.) should be integrated for cross-screen 联动 promotion of digital reading, meeting users' habits while satisfying their needs for quick access and online reading, helping users quickly obtain and perceive digital resources and improv-

ing promotion efficiency. On the other hand, strengthening the combination of online and offline channels by integrating websites, Weibo, WeChat and other online channels with offline channels such as bulletin boards, paper reading guidance journals, activity sites, and buses/subways is an effective measure for library digital reading promotion.

### **6.8 Improve the Combined Use of Multiple Promotion Methods and Actively Explore Promotion Technologies**

Single promotion methods have limited communication effects. Using multiple promotion methods for one promotion theme can more effectively reach more target users. Currently, library digital reading promotion methods are gradually diversifying, but the level of selecting appropriate methods for combined use based on target users, promotion objects, promotion information, and promotion channel characteristics is not high. Library digital reading promotion should be carefully designed to comprehensively use various promotion methods to improve communication effects. The advantages of online recommendation and real-time interactive communication methods can be leveraged, focusing on guiding and training some digital reading users who are addicted to shallow reading. In addition to manual promotion methods, libraries should actively explore the application of machine promotion methods, using search engine optimization, social media optimization, automatic navigation, personalized intelligent recommendation (subscription-based, push-based), context-aware intelligent recommendation, and other machine promotion methods for digital reading promotion, leveraging the precision advantages of digital marketing to better improve digital reading promotion effects.

### **6.9 Establish and Improve Evaluation Mechanisms to Promote Sustainable and Effective Library Digital Reading Promotion**

Currently, some libraries conduct self-evaluation of their digital reading promotion effects, such as the “Scan QR Code to Read Books, Hundred Cities Read Together” public welfare reading promotion action and Shanghai Library’s citizen digital reading promotion. However, evaluation indicators are relatively simple, with limited promotion effect data. Most libraries do not timely evaluate digital reading promotion effects and lack feedback mechanisms, making it impossible to identify problems in the promotion process in a timely manner. Overall, libraries currently lack effective digital reading promotion evaluation mechanisms. Evaluation should be specifically designed according to evaluation objectives, including evaluation objects, indicators, and methods. Evaluation can be conducted from the library’s perspective on resource input (human, material, financial), operation quality of elements (target users, promotion objects, promotion information, promotion channels, promotion methods) in the digital reading promotion process, and overall effectiveness of digital reading promotion work. Evaluation can also be conducted from target users’ perspective on their reading benefits.

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## Author Contributions

Peng Aidong: Research design and data investigation, writing and revising the paper;

Xing Sisi: Data collection, writing part of the paper;

Mao Yihong: Proposing the research topic and ideas, writing and revising part of the paper.

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## Research on the Development of Digital Reading Promotion Model in Libraries

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**Abstract:** [Purpose/significance] This paper aims to provide suggestions for the future development of digital reading promotion in libraries, based on investigating the development of digital reading promotion in domestic libraries. [Method/process] Taking the main public libraries and academic libraries in China as research objects, and using their websites, WeChat official accounts, and Weibo accounts as data sources, this paper investigates the current situation of digital reading promotion in Chinese libraries through network survey

and literature survey. [Result/conclusion] Digital reading promotion in Chinese libraries is developing rapidly. The current models include activities, publications, interpersonal communication, advertisements, courses, navigation, and recommendation. However, the development is unbalanced, with activities and recommendation as the main models. There is still much room for the development of digital reading promotion in libraries.

**Keywords:** digital reading; digital reading promotion; reading promotion; library

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## Call for Papers: Forum on the Development of Information Science and Information Work (2019)

Since its establishment, the Forum on the Development of Information Science and Information Work has been successfully held for two sessions, effectively promoting the scientific development of information science and information work, and has achieved good responses and widespread recognition. Big data and artificial intelligence are reshaping the core and application scenarios of information science and information work. To continue the spirit of the “Nanjing Consensus,” grasp transformation and change opportunities, gather and highlight the latest progress in the information field, promote exchanges among Chinese information science scholars and information workers, innovate the theory and practice of information science and information work, and build an annual national academic conference platform for information science to form an academic tradition, the “New Era, New Mission, New Actions—Forum on the Development of Information Science and Information Work (2019)” will be held on November 8-10, 2019, at Central China Normal University in Wuhan. This forum will uphold the fine traditions of the Forum on the Development of Information Science and Information Work, inviting experts, scholars, teachers, students, and practitioners from local, military, and public security universities and information institutes to participate in in-depth exchanges and collisions around the innovation and development of information science and information work in the new era. Through discussions and interactions among scholars and experts from different fields, the forum will promote the in-depth development of information science and information work. We warmly welcome teachers, students, scholars, experts, and practitioners in the field of information science and information work to submit papers and attend the conference!

### 1. Organizers

China Society for Scientific and Technical Information  
China Society for Social Sciences Information  
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School of Information Management, Central China Normal University

### 2. Conference Dates

November 8-10, 2019

### 3. Conference Venue

Wuhan, Central China Normal University

### 4. Call for Papers Theme: Innovation and Development of Information Science and Information Work in the New Era

This forum's call for papers includes but is not limited to the following themes for authors' reference:

- (1) Development and innovation of information science theory.
- (2) Innovation and application of information science methods.
- (3) Innovation and practice of information technology.
- (4) Information behavior and information services.
- (5) Security intelligence.
- (6) Discipline construction of information science.
- (7) Information work and information career development.

### 5. Call for Papers Requirements

#### (1) Target Audience

The forum invites teachers, students, scholars, experts, and practitioners in the field of information science and information work.

#### (2) Important Dates

Paper submission deadline: August 31, 2019

Review results notification: September 30, 2019

#### (3) Paper Requirements

Submitted papers must be unpublished original research, with length controlled at approximately 8,000 words. Please refer to the "Submission Guidelines and Format Specifications" of the *Library and Information Service* journal for formatting requirements.

#### (4) Acceptance, Awards, and Publication

The forum organizers will invite experts to conduct strict reviews of submitted papers. Accepted papers will receive remuneration, and authors invited to present will be provided with accommodation during the conference (one author per accepted paper). Excellent papers will be selected for first, second, and third prizes, with certificates and awards presented. Excellent papers will be recommended for publication in journals including *Library and Information Service*, *Library and Information Knowledge*, *Journal of the China Society for Scientific and Technical Information*, *Information Science*, *Information Theory and Practice*, *Journal of Information Resources Management*, *Information Engineering*, *Information Magazine*, *Modern Information*, *Knowledge Management Forum*, and *Agricultural Library and Information Science* (in no particular order).

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