

Postprint: Research Progress on the Theory and Practice of National Reading in China

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Abstract

[Purpose/Significance] National reading constitutes a major initiative for enhancing national quality and cultural soft power, holding significant strategic importance. Through an analysis of the current state of national reading research in China, this study aims to provide theoretical guidance and actionable frameworks for the sustainable development and practical innovation of national reading in the new era.

[Method/Process] Employing a combined methodology of content analysis, theoretical-practical comparison, and case interpretation, this study comprehensively reviews and synthesizes relevant literature to systematically evaluate the progress of theoretical and practical research on national reading in China.

[Results/Conclusion] Currently, research on national reading in China can be categorized into six aspects: the theoretical foundation of national reading practice, national reading legislation, national reading behavior and its evolution, evaluation criteria for national reading, libraries' promotion of national reading, and national reading promotion mechanisms. In response to the limitations and deficiencies of existing research, four future research directions are proposed: theoretical research and disciplinary construction, reading legislation and policy environment, survey research and reading evaluation, and organizational coordination and multi-party collaboration.

Full Text

Advances in National Reading Theory and Practice in China

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Abstract

[Purpose/Significance] This study analyzes the current state of national reading research in China to provide theoretical guidance and actionable recommendations for the sustainable development and innovative practice of national reading initiatives in the new era. **[Method/Process]** Employing a combination of content analysis, theoretical-practical comparison, and case interpretation, we comprehensively review and systematically evaluate research progress on national reading theory and practice in China. **[Results/Conclusion]** Current research can be categorized into six areas: the theoretical foundations of national reading practice, national reading legislation, national reading behavior and its evolution, evaluation criteria for national reading, library promotion of national reading, and national reading promotion mechanisms. Addressing existing limitations, we propose four future research directions: theoretical research and disciplinary construction, reading legislation and policy environment, survey research and reading evaluation, and organizational coordination and multi-stakeholder collaboration.

Keywords: national reading; reading promotion; reading rate; public library; reading activities

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Books are the ladder of human progress. Reading serves as a vital pathway for acquiring knowledge, understanding the world, and inheriting and innovating human civilization. Throughout the history of civilization, national reading represents a foundational project for enlightening citizens, fostering ideas, and promoting cultural development. Reading bears the era's mission of revitalizing national culture, improving national quality, and enhancing national cultural soft power. Advocating and promoting national reading has become an important cultural development strategy in many countries. In 1972, UNESCO issued a global call to "enter a reading society," and in 1995 formally established "World Book Day," an initiative now joined by over 100 countries and regions. The flourishing development of national reading activities has further demonstrated the strategic significance of promoting reading for national cultural guidance and construction. This vigorous growth has also stimulated reading research, generating a new wave of theoretical and practical exploration that has achieved encouraging initial results. However, certain deficiencies remain in current research, necessitating exploration of innovative paths for theory and practice in the new era. To facilitate the normalization and diversification of national reading, systematic review and analysis of current research trends are essential to provide theoretical reference and actionable guidance for future development.

Since the 1990s, countries such as the United States, United Kingdom, and

Japan have vigorously promoted national reading through legislation and reading activities [1]. In China, national reading advocacy has consistently received high-level attention. The “Revitalize China Through Reading” campaign in the 1980s, the “Chinese Youth New Century Reading Plan” and “Knowledge Project” in the 1990s all generated widespread social impact [2]. Since 2006, the national reading initiative jointly advocated by 11 ministries including the Central Propaganda Department has gained increasing strategic significance, elevating national reading to a national strategy and a major supporting project for achieving cultural power.

2. Literature Sources and Related Notes

2.1 Literature Sources and Analysis Methods Bibliometric reviews of national reading research in China have appeared multiple times in CNKI. Previous review articles primarily employed bibliometric methods, analyzing national reading from perspectives of institutions, authors, years, journals, and keywords (see Table 1). Comparative analysis reveals that existing studies emphasize bibliometric characteristics, with substantial 篇幅 devoted to describing research distribution patterns across different dimensions, while insufficiently excavating and integrating thematic content. Although some articles involve content analysis, limitations remain: retrieval periods are often too early to reflect recent developments; data sources lack comprehensiveness and representativeness; initial data cleaning is inadequate, resulting in absent thematic classification; and discussion sections tend toward macro-level generalizations with few concrete future research directions. Distribution characteristics and thematic content represent the surface and substance of articles—neither should be neglected. Therefore, this study aims to deeply excavate and integrate thematic content to construct a structurally complete and thematically clear analytical framework for national reading research.

To ensure comprehensiveness, academic quality, and representativeness, after multiple pre-tests and comparisons, this study retrieved CNKI’s academic journal database using “national reading” and “national reading” as subject terms, limiting sources to “core journals” and “CSSCI.” Given the interdisciplinary nature of national reading research, data cleaning based solely on titles is insufficient; bidirectional examination of titles and abstracts is required before downloading. Initial retrieval results contained redundant records. After removing anonymous entries, we analyzed whether titles and abstracts matched retrieval objectives, eliminating non-academic papers such as news, interviews, announcements, conference proceedings, and activity reports, as well as supplementary issue articles. Comprehensive examination of titles and abstracts revealed that some retrieved articles fell outside the national reading thematic scope, which were also removed.

2.2 Literature Distribution Overview **Temporal Distribution:** Annual publication volume on national reading research in China has consistently in-

creased, with rapid growth occurring in 2015. Reviewing major events related to national reading during this period reveals that research surges are closely associated with policy guidance, demonstrating that national strategy plays a crucial role in promoting national reading research.

Author Distribution: Apart from short articles and book reviews, major research forces come from press and publication research institutions, university departments, relevant administrative departments, and libraries. Quantitative analysis shows that peripheral authors publishing only one core journal paper account for over 82.3% of contributors, while only one author has published more than 10 papers (mostly short commentaries without keywords).

Journal Distribution: Professional journals in library science, publishing, and editing are relatively active, reflecting the distribution pattern of research forces and knowledge source media for national reading research in China.

3. Thematic Integration and Categorical Review

3.1 Theoretical Foundations of National Reading Practice Examining both thematic connections and structural characteristics reveals that theoretical foundation research has not yet formed a systematic structure. Imported Western theories dominate, with few scholars exploring theoretical essence and ideological sources from Chinese traditional culture. Some scholars argue that national reading research essentially represents reflection on its value philosophy, viewing national reading as a value-selection process by subjects (all citizens) based on spontaneous order. Thus, advocating value philosophy can serve as the theoretical foundation for national reading [8]. This theoretical connotation reflects citizens' value judgments and cultural pursuits regarding reading, with the endogenous logic of this choice stemming from self-improvement needs such as expanding knowledge and enhancing literacy. This value selection organically aligns with modern social development needs while constrained by subjective and objective conditions, primarily external environments and individual factors. These core elements—subject behavior, institutional environment, and cultural (resource) construction and development—possess natural coupling and internal logical connections, serving as theoretical pivot points for revealing and explaining national reading development mechanisms.

As a national strategy, national reading represents an effective pathway for promoting social cultural development and constructing orderly society. Its behavioral logic can be considered from contract theory perspective, absorbing reasonable elements of social contract spirit formed in civil society, reflecting civil society's spiritual essence while representing an ideal form for promoting information justice [9]. The relationship between civil society and national reading is mutually reinforcing, as equality and justice constitute the core of social contract theory, embodying national reading's social value: promoting equitable information access and ensuring equal public cultural services—primary manifestations of civil society progress. Social contract theory's values of freedom,

equality, and rationality transcend their original context while enriching the existing value system. National reading possesses clear contractual attributes, influencing reading subjects' value choices and social culture's value orientation [10]. Exploring national reading's social value, subject behavior, and value philosophy from a contract perspective contributes to theoretical depth.

Actor-network theory provides excellent theoretical support for constructing collaborative promotion models tailored to China's national conditions [11]. From an institutional dimension, ensuring effective national reading implementation requires strengthened institutional design and optimization. North's institutional change theory can serve as a basis for optimizing national reading's institutional environment [12], effectively guiding various "actor" subjects. Promoting national reading benefits cultural consciousness, and Bourdieu's cultural sociology perspective can serve as a theoretical tool for exploring its motivational roots [13]. Traditional Chinese culture also holds contemporary significance for national reading, particularly pre-Qin Confucian reading theory regarding reading efficacy, methods, and processes [14]. The theoretical system for national reading is vast and requires multi-angle interpretation. Deepening research necessitates more professional and multidimensional perspectives, with theoretical foundations requiring further development in both scope and depth.

3.2 National Reading Legislation Reading legislation's purpose is not compulsory reading but rather people-oriented, focusing on safeguarding citizens' reading rights, clarifying responsibilities of government departments and other organizations, and constructing a legal environment for national reading. Domestic research on reading legislation divides into two areas: (1) Using textual and comparative analysis to examine representative countries' reading regulations, outlining successful experiences and characteristics. Major foreign laws, policies, plans, and regulations are listed in Table 3. Western reading legislation is a research hotspot, with the US, Japan, South Korea, and Russia offering particularly valuable experiences. Representative viewpoints include: foreign reading laws can be categorized as comprehensive, specialized, or industry-specific [15]; legislation should emphasize legal and social culture cultivation [16]; and foreign legislation demonstrates different social environments and reading cultures [17]. (2) Analyzing local regulations (Jiangsu, Hubei, Liaoning, Shenzhen, etc.) from China's national conditions, summarizing legislation's evolution, gains and losses, and future directions. Representative viewpoints include: current legislation belongs to soft law category, with "soft-hard" integration as an improvement strategy [18]; legislation should prioritize citizens' reading rights and social participation [19]; libraries should play active roles in legislative processes [20]; and legislation should promote and regulate public libraries' social responsibilities [21].

From 2013 when national reading legislation entered national legislative plans to 2016 when the National Press and Publication Administration issued the "National Reading Promotion Regulations," China has achieved phased results.

While tracking legislative progress, key issues requiring in-depth investigation, examination, and demonstration include core elements of “people” (participating subjects), “finance” (funding), and “materials” (facilities and reading products). Reading legislation is a systematic project that cannot be accomplished overnight. Foreign experiences show legislation formation and revision generally require theoretical demonstration and practical testing, with “planning before legislation” as a main characteristic. Legislation should focus on special groups, particularly children’s reading, as habit and ability cultivation must start early. Different types of reading facilities, including public libraries, cultural centers, and cottage-style reading rooms, require classified guidance and integrated development. Supporting systems must follow, including implementation details and guidelines for legal interpretation from semantic, systematic, and effectiveness dimensions. While foreign experiences provide references, adapting to national conditions remains the paramount principle, requiring characteristic clauses beyond key provisions and consideration of regional differences and ethnic features.

3.3 National Reading Behavior and Its Evolution: Based on National Reading Survey Data Since 1999, the China Press and Publication Research Institute has conducted 14 National Reading Surveys, with the resulting “National Reading Survey Reports” serving as important indicators for evaluating national reading conditions. The changing trends of five major reading rate indicators are shown in Figure 1 [Figure 1: see original paper]. This continuous, influential national survey project holds positive practical significance for promoting national reading development and important reference value for theoretical innovation. Research based on survey data divides into three categories: (1) Publishing major conclusions as research results, all released by the National Reading Survey research group; (2) Analyzing reading conditions across different periods using time-series data, with scholars from various fields conducting multi-angle interpretations to reveal evolution patterns; (3) Analyzing regional reading conditions, with relatively fewer studies.

3.3.1 Characteristics of National Reading Behavior Evolution: Evolution characteristics are reflected through reading rates and other indicators. Since 2008, China’s comprehensive reading rate across all media has remained generally stable, reaching nearly 80% in 2016, indicating improved reading awareness and atmosphere. Other reading rate indicator patterns are shown in Figure 1 [Figure 1: see original paper]. Analysis reveals increasing utilitarian reading trends in recent five years, which some scholars consider an inevitable phenomenon requiring societal tolerance [22]. However, utilitarian reading may cause loss of rational thinking and should not be ignored. Reading rate index analysis shows citizens prefer print media over other methods, indicating enduring appeal of traditional reading. While digital reading contact rates continue growing, this does not indicate replacement of traditional reading—the two will coexist long-term. Children’s reading deserves attention, as survey data shows parents of young children (ages 0-8) lack awareness of cultivating reading habits [23]. Digital reading is becoming mainstream while print reading maintains

its charm. Note that comprehensive reading rate and digital reading contact rate indicators were introduced after 2008, with newspaper reading rate data showing similar patterns before 2007.

3.3.2 Causes of National Reading Changes: Research indicates significant changes in national reading conditions over the past decade, difficult to explain from single dimensions. Causes are diverse and complex, including social, environmental, technological, and humanistic factors. Over time, reading subject structures and cognition also change, such as aging and value orientations. Consensus factors driving evolution include digital media impact, social competition and pressure, and utilitarian value orientations [24]. The mobile internet era's timely, convenient digital reading has impacted traditional methods while promoting all-media integration. Mobile device applications greatly enhance fragmented, temporary reading possibilities, catering to digital age entertainment and leisure pursuits [25]. Some scholars attribute reading changes not to external environments or media but to lack of reading culture as the root cause, explaining major differences between Chinese and Western reading rates [26]. Therefore, research must consider national conditions and cultural traditions, particularly reading habits and interests.

3.4 National Reading Evaluation Criteria National reading is a complex systematic project with multiple subjects, rich content, and diverse forms. Promoting sustainable, healthy development is a long-term major task. As national reading activities deepen nationwide, objective understanding of actual conditions, dynamic monitoring, and quality supervision become crucial. Establishing scientific evaluation criteria is an internal requirement for guiding and promoting standardized development, providing decision-making basis for optimizing measures. Research focuses on evaluation indicator system establishment, addressing central requirements of “advocating national reading, constructing scholarly society.” In 2016, the National Press and Publication Administration designated establishing a national scholarly society evaluation mechanism as a priority. Comprehensive evaluation indicator systems for scholarly society [27] and learning society [28] based on national reading have emerged to provide monitoring and evaluation foundations. Some scholars have constructed public reading service evaluation indicator systems from the reading service perspective [29]. Evaluation standard system construction is an ongoing improvement process characterized by pilot implementation and progressive difficulty [30]. Urban evaluation experiences, such as the “Wuhan National Reading Comprehensive Evaluation Indicator System (Trial Version)” [31], provide suitable measures for urban national reading development levels.

Research progress primarily interprets construction significance, design principles, selection basis, design methods, framework structure, and indicator analysis, with some literature explaining weight determination methods. Evaluation standard establishment should ensure reasonable connection between theoretical concepts and practical operations, with bidirectional verification between experi-

ence and reality. Most published indicator systems adopt three-level structures with varying indicator quantities. Considering regional differences in public cultural service levels and China's vast territory, indicator systems should establish different standards for eastern, central, and western regions, incorporating local conditions and development prospects to highlight regional characteristics rather than blind copying. An operable evaluation standard requires multiple refinements. Based on absorbing public cultural service evaluation achievements and practical experience, national reading evaluation standards should be adaptive, practical, and flexible, emphasizing practical factors and evolving from shallow assessment to deep evaluation, from single quantitative indicators to integrated multidimensional indicators.

3.5 Library Promotion of National Reading Libraries are among the most important advocates and promoters in national reading research and practice. Library-centered research yields the most abundant results with broad coverage and complex, diversified content systems. Library-related national reading research divides into three areas: (1) Fundamental issues regarding libraries' role, status, function, responsibility, and mission in national reading; (2) Theoretical research and practical characteristics of different library types and regions, with university and public libraries as the main force, including both foreign successful experiences and domestic practice interpretations; (3) Reading promotion for special groups, primarily reading-challenged readers and children, reflecting libraries' public welfare attributes, humanistic care, and era mission.

3.5.1 Logical Connection Between Libraries and National Reading: As "public instruments," public libraries embody humanistic care spirit and democratic social values—the theoretical basis and practical orientation for their national reading promotion responsibilities. Libraries are evolving organisms, with promoting national reading as a core value goal possessing both contemporary and timeless significance [32]. National reading is a systematic project requiring multi-stakeholder participation. Compared with other institutions, libraries, especially public libraries, have unique roles determined by their public welfare nature and reading resource endowments [33]. As important public cultural facilities and literature information resource centers, libraries should contribute to national reading. Mr. Wu Xiru summarized libraries' functions in national reading promotion as four aspects: guidance, training, assistance, and service [34], with guidance as the core work [35]. Despite digital and networked development trends, libraries' irreplaceability will not weaken—libraries (including digital libraries) remain primary venues for reading activities and scholarship.

3.5.2 Foreign Experiences and Local Practice Characteristics: National reading is international consensus, not unique to any single country. US national reading promotion has significantly influenced domestic scholars. US national reading activities feature four characteristics: social participation, cultural penetration, vertical linkage, and cross-boundary cooperation. The Li-

brary of Congress’s “Center for the Book” social reading project, with over 30 years of history, has achieved remarkable results through deepening cooperation [36]. Foreign successes largely stem from government emphasis on libraries as guarantors of information equity and legal agents for achieving cultural service goals [37]. In contrast, Chinese libraries’ functions in national reading promotion need enhancement, with vigilance against marginalization risk.

Chinese libraries have already conducted diverse, rich national reading promotion activities. Thirty model university libraries for national reading demonstrate distinctive characteristics in top-level design, activity planning, new technology application, and socialized services, generating positive demonstration effects [38]. Three service models receive particular recommendation: (1) **Reading clubs**, which play positive roles in promoting national reading with successful practices both abroad and domestically. For example, the Ankang City Library’s weekend reading clubs lead new social reading trends [40], while Hangzhou Lingyin Temple’s Yunlin Library advocates returning to book reading through reading clubs [41]. (2) **Micro-book reviews**, cultural barometers with concise, refined characteristics that can become new favorites in national reading [42], mostly conducted as essay competitions to enhance reading interest and interaction. (3) **“Library +” model**, a cross-boundary cooperation approach such as library + café, library + bookstore, library + publisher. For instance, Tongchuan City Wangyi District’s “Library +5” (5 = cultural enterprises + internet + bookstore + newsstand + local culture) creates new national reading forms [43]. Additionally, private non-profit libraries have become important forces, reflecting social consensus and responsibility.

3.5.3 Library Reading Promotion for Special Groups: National reading should benefit all citizens without leaving any reading enthusiast behind. Special groups struggle to access reading resources through conventional means, requiring greater social support. Libraries play irreplaceable roles in serving special groups including reading-challenged populations, children, and the elderly. Research on library services for special groups under national reading context remains relatively scarce and insufficiently addressed academically, yet represents an unavoidable practical issue and bottleneck. Children’s reading ability relates to future development potential, making it the foundation and future of national reading [45]. With aging society arrival, elderly readers’ proportion will increase, requiring libraries to focus on improving their reading ability and information literacy [46]. Meeting reader needs remains the foundation for all library services, requiring active listening, optimized resource allocation, supply method innovation, and service model development.

3.6 National Reading Promotion Mechanism National reading promotion is a complex, long-term systematic project. A guarantee system should be constructed encompassing promotion subjects, organizational management, environment construction, and research guidance [47], providing top-level design and institutional arrangements to form a continuous unity of integrated,

connected, cooperative, and supportive elements. Researchers agree that government should play a leading role while encouraging social participation and fully leveraging public libraries to form an ecological structure of “government leadership, social participation, and library guidance.” Some scholars argue that establishing a national coordinating organization is the key issue [48]. Environment construction scholars call for accelerated legislation and national reading fund management systems to provide institutional and legal guarantees. Reading facility development should integrate traditional and digital technologies—print and digital reading are two basic modern reading forms that cannot be simply compared through reading rate indices [49], but should be comprehensively evaluated considering funding, target groups, and reader preferences.

Mechanism construction must consider both general characteristics and special requirements. General patterns mainly manifest in changing reading needs and behavior characteristics obtained through large-sample empirical surveys. Special countermeasures also deserve attention, such as cross-regional urban reading alliances that effectively promote national reading, particularly in small-medium cities and underdeveloped regions [44]. How to construct and improve promotion mechanisms? Dynamic, incentive, and guarantee mechanisms urgently need optimization. Long-term mechanism construction requires joint efforts from state, social organizations, families, and individuals [50]. The state is responsible for top-level design and policy guidance; social-level scholars propose establishing internal-external collaborative dynamic mechanisms to stimulate national reading motivation through organizational publicity, innovative management, and guarantee implementation [51]; individual-level scholars suggest constructing effective, timely incentive systems throughout the entire activity process to stimulate interest and potential, guiding reading behavior and habit formation [52]. Due to resource endowments, ethnic characteristics, cultural traditions, and economic development levels, in-depth promotion and long-term construction should adopt precise guarantee measures tailored to local conditions and needs.

4. Summary and Outlook

4.1 Summary National reading level is an important indicator of a country’s soft power and civilization degree. National reading activities constitute a crucial cultural strategy for building a learning society and improving national quality. Since 2006, continuous innovation in content and form has generated positive effects. The rise of national reading activities has promoted reading research, achieving phased progress and accumulating theoretical knowledge and exploratory experience. Overall, theoretical exploratory articles are relatively abundant while empirical studies integrating multiple methods are scarce. National reading has demonstrated interdisciplinary characteristics, with library science, publishing, education, and journalism providing intellectual support. Practice has featured “Reading Festivals” and “Reading Months” integrating local cultural characteristics as brand strategies, while “Internet +” and shared

reading have become new development models. Digital media and publications provide more opportunities, coexisting with traditional reading modes to optimize the national reading environment and ecosystem.

Promotion forces show diversification trends, with libraries, publishing, and education sectors becoming the backbone of sustainable development, while social participation injects new vitality [53]. Compared with developed countries, gaps remain in overall development, with unbalanced regional reading conditions and needing improvement in reading ability and level. Many citizens have not developed good reading habits, with serious utilitarian tendencies and increasing 突击性、快餐式阅读现象. From a social environment perspective, overall planning, top-level design, and guarantee mechanisms need further improvement. In summary, the public welfare, normalization, and strategic development of national reading remains a long-term task, urgently requiring new transformation and upgrading paths amid new environments, technologies, and demands.

4.2 Future Outlook National reading is a long-term systematic project and important pathway for enhancing cultural soft power and promoting individual comprehensive development. Many countries regard improving reading ability as a national strategy, using legislation and multiple measures to promote reading. In China, national reading activities are flourishing. However, research shows serious thematic homogenization and slow breakthrough progress. Future research should focus on:

4.2.1 Theoretical Research and Disciplinary Construction: Reading is a science. Compared with developed countries, China's reading theory research lacks systematicness and pioneering spirit. Current achievements remain weak without forming a mature, stable, concentrated theoretical system, particularly basic theory. National reading theory covers many aspects requiring cross-disciplinary perspectives beyond traditional path dependence. Research should deeply explore reading theory's nature, function, content, characteristics, and disciplinary construction, emphasizing content and methodological innovation to initially construct a reading theoretical system based on China's national conditions and citizen needs, guiding promotion, survey, and evaluation activities.

4.2.2 Reading Legislation and Policy Environment: Since the 2006 central ministries' initiative, reading legislation discussion and research have intensified, reaching consensus on confirming national reading's strategic status through legislation, now entering substantive stages. Legislation is gradual, facing many challenges and unresolved practical issues. Reform and innovation are social development themes. Legislation should correctly handle relationships with public cultural service reform, deepen research on provincial regulations' implications for national legislation, focusing on functional positioning, value basis, legal foundations, and basic categories, reasonably absorbing foreign successful experiences, exploring Chinese characteristics and feasible paths, comprehensively improving legislation quality and scientific levels to construct a

new normal for reading legislation models.

4.2.3 Survey Research and Reading Evaluation: To strengthen promotion intensity and depth and establish long-term mechanisms meeting citizen needs, reading surveys and special evaluations are necessary. Using interviews, grounded theory, fieldwork, experiments, and questionnaires from psychological, physiological, sociological, and communication perspectives, research should focus on reading behavior, preferences, needs, and influencing factors, particularly in underdeveloped regions and among special groups. Using big data analytics, specialized monitoring and evaluation systems should be constructed to develop projects enhancing reading literacy and capability. Reading indices should be integrated into spiritual civilization and economic-social development evaluation systems, with third-party evaluation mechanisms introduced to establish dynamic tracking monitoring and effect evaluation systems. Reading industry monitoring should also be strengthened, particularly in reading products and industrial chains.

4.2.4 Organizational Coordination and Multi-stakeholder Collaboration: Current national reading activities feature more diverse forms and richer content, but well-organized, coordinated implementation mechanisms lag behind, with insufficient dynamic mechanisms for social participation and low guidance, regulation, and management levels. National reading is a national action that should not rely on single forms but collaborative cooperation. Research should accelerate construction of incentive and guarantee mechanisms for non-profit reading organizations, focusing on resource sharing, allocation, organizational management, and standardization to promote cross-boundary cooperation among public cultural facilities, reading alliances, private libraries, and publishing institutions, driving cross-regional and cross-system resource sharing and integration, building open sharing and long-term mechanisms with multi-stakeholder participation to form social synergy for national reading project normalization.

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Abstract:

[Purpose/significance] National reading is a major project to improve national quality and cultural soft power, which is of strategic importance to China. This paper aims to interpret the state of domestic research on national reading, and will provide insight into sustainability of national reading and practice innovation in the new era. [Method/process] The literature review is conducted by using content analysis from the perspective of theory combined with practice. The related documents are systematically analyzed and summarized and integrated into five topics according to certain logical relation. [Result/conclusion] The interrelated topics are interpreted from six aspects: the theoretical basis of national reading practice, national reading legislation, national reading behavior and its evolution, national reading evaluation criteria, the engagement of library in national reading, and promoting mechanism for national reading. In addition, the authors propose four directions for future research, including theoretical research and discipline construction, reading legislation and policy environment, survey research and reading evaluation, and organizational coor-

dination and multiple cooperation.

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

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