

An Analysis of Audio-Visual Reading Promotion Strategies in University Libraries Empowered by Converged Media

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Abstract

The deep integration of the Internet with nationwide reading, coupled with the rapid development and pervasive adoption of audio-visual channels and models in the era of media convergence, has become an unavoidable cultural phenomenon. This study employs questionnaire surveys, online investigation, and database retrieval to draw upon theoretical and practical experiences of audio-visual reading promotion in university libraries across China and specifically within the Inner Mongolia Autonomous Region. It analyzes the current status of audio-visual reading promotion in university libraries empowered by media convergence, and further explores existing problems and optimization strategies and methods in reading promotion and information dissemination, using the “Taoli Lakeside · Meeting Librarians” audio-visual brand reading promotion activity as a case study.

Full Text

Preamble

Study on the Brand Building of Audio-Video Reading Promotion in University Libraries Empowered by Integrated Media: A Case Study of “Meeting Librarians by Taoli Lake” Reading Promotion

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Abstract

The deep integration of the internet and nationwide reading has gradually taken shape, and the rapid development and popularization of audio-video channels and models in the integrated media era have become an unavoidable cultural

phenomenon. Through questionnaire surveys, online research, and database retrieval, the author draws on the theoretical and practical experience of audio-video reading promotion in university libraries both nationally and within the Inner Mongolia Autonomous Region, analyzes the current status of audio-video reading promotion in university libraries empowered by integrated media, and further explores existing problems and optimization strategies in reading promotion and information dissemination, using the “Meeting Librarians by Taoli Lake” audio-video brand reading promotion activity as a case study.

Keywords: university library; integrated media; audio; video; reading promotion; brand building

Chinese Library Classification: G252

With the popularization of 5G technology, the usage rate of new mobile media has risen sharply. According to the *China Statistical Report on Internet Development*, as of June 2022, the user base of online video (including short videos) reached 995 million, among which short video users numbered 962 million, accounting for 91.5% of all internet users. On April 23, 2022, the China Institute of Press and Publication released the results of the 19th National Survey on National Reading, showing that the digital reading rate among Chinese adults reached 79.6%, with the proportions of reading on mobile phones, e-readers, online reading, and video-based book interpretation being 30.5%, 8.4%, 6.6%, and 1.5% respectively. Data from iiMedia Research shows that the number of UGC creators for online audio in China increased from over 7 million in 2018 to over 9 million in 2019, while the user base reached 640 million in 2020, projected to hit 690 million in 2022. The market size of China’s online audio industry is expected to reach 31.2 billion yuan in 2022, representing a year-on-year growth of 41.8% [1]. University library reading promotion must evolve with the times, aligning with readers’ habits, methods, and preferences in order to attract more users of library collections and promote the comprehensive development of university libraries. These data demonstrate that university library audio-video reading promotion has a sufficient audience base, robust technical support, and stable dissemination platforms. By fully leveraging the advantages of integrated media reading channels and effectively integrating them with university reading promotion, libraries can attract numerous audio-video reading groups, align with nationwide reading initiatives and the goals of future learning center construction, and usher in a bright future for reading promotion work.

1. Research Status and Analysis of Integrated Media and Audio-Video Reading Promotion at National and Regional Levels

With the rapid development of audio-video production technology, the increasing concentration of reading channels on various media platforms, the shift in reading habits from traditional models to fragmented reading, and the backdrop of digital education, traditional digital reading promotion models in university

libraries are gradually losing their appeal. Audio-video reading promotion refers to libraries' use of various media platforms to transform collection resources from image and text formats into audio-video dissemination, breaking the barriers of traditional graphic promotion and enabling readers to obtain and understand reading content and promotional venue information in a more three-dimensional, intuitive, and audible manner. As an emerging approach, audio-video reading promotion has begun to emerge in the smart reading promotion work of university libraries. On major integrated media platforms such as WeChat Video Channel, Douyin, and Kuaishou, a small number of university libraries have registered accounts and published works. Although their promotional effectiveness pales in comparison to popular entertainment influencers, this initiative of using integrated media to embed library collection resources in audio-video formats to broaden reading promotion channels and expand audience groups has provided theoretical and practical reference value for reading promotion work in university libraries across the country. As an emerging research direction spanning integrated media and library science in recent years, how to better utilize audio-video platforms to build reading promotion models suitable for university libraries has become a research hotspot. This paper briefly describes the current theoretical and practical research on audio-video reading promotion at national and regional levels through questionnaire surveys, online research, and database retrieval, and analyzes existing problems.

1.1.1 Domestic Research Status

Using “video reading promotion” and “audio reading promotion” as subject terms, the earliest paper found through online and database searches was published in 2014 by Xu Xiaoxia, Jin Dezheng, and Zhang Lan in *New Century Library*, titled “Branding and Innovation: The Focus of Library Reader Activities—A Case Study of Reading Promotion at Suzhou Library,” which discussed the planning and implementation process of reading video competitions. Subsequent works include Chen Tianhong’s “Principles and Strategies for Public Libraries Using Short Videos for Reading Promotion” in *Economic Outlook of the Bohai Sea* (January 2021); Wu Zhiqiang, Su Lian, and Li Xiaoping’s “Research on Short Video Reading Promotion Strategies for University Libraries in the New Media Era” in *Popular Literature and Art* (April 2022); Jia Juan’s “Research on the Development Strategy of Library Short Video Reading Promotion—Taking Douyin Short Videos of ‘Gold Medal Reading Promoters’ from 2014-2021 as Examples” in *Library Work and Research* (November 2022); and Nian Yinjing’s “The Charm of Listening—Practice and Empirical Analysis of Audiobook Promotion” in *Library Theory and Practice* (2018). These research outcomes published over the past decade have laid a solid theoretical foundation for studying the application of short video and short audio reading promotion in libraries.

1.1.2 Regional Research Status (Inner Mongolia)

Searching for subject terms including “video reading promotion,” “audio reading promotion,” “new media,” and “Inner Mongolia” yielded fewer than 20 relevant articles authored by Inner Mongolia university libraries. Among them, “Recommended Bibliographies Based on New Media: An Important Approach to Reading Promotion in University Libraries” published in *Inner Mongolia Science, Technology and Economy* in February 2016 was the earliest theoretical overview by an Inner Mongolia university library author on the application of new media recommended bibliographies in university library reading promotion, though it did not specifically discuss video reading promotion in Inner Mongolia university libraries.

1.2.1 Analysis of Audio Reading Promotion Practice

Audio reading, also known as audiobook reading, is an inevitable product of the digital reading era and an important means of resource dissemination empowered by integrated media. Internationally, examples include Apple’s podcast iTunes 4.9 based on MP3 downloads, the OverDrive e-book service platform, Hoopla by Midwest Tape, and Honda’s “Road Reading” platform integrating in-vehicle systems with the New York Public Library’s audiobook collection. Domestically, platforms such as Ajidide FM and Ximalaya FM have attracted substantial audio content, promoting nationwide reading through a “technology + resources + services” model [2].

1.2.2 Analysis of Video Reading Promotion Practice

Through online searches, as of December 3, 2022, among the 15 “Double First-Class” university libraries in China, six had registered accounts on well-known integrated media video platforms and published works. Wuhan University Library had the highest number of works, likes, and followers (see Table 1). While theoretical research abounds in various universities, few have actually taken steps toward video reading promotion. Even among those with registered accounts, their works have not formed systematic or high-quality series.

Beyond Table 1, as of December 2022, the official Douyin account of Harbin Institute of Technology (Weihai) Library had received 53,000 likes, with 1,276 followers and 6,914 fans. This indicates that some domestic university libraries have noticed the development opportunities of audio-video platforms, but their progress has been slow. Since publishing their first video in 2019, fan growth has been sluggish, and the development of audio-video promotion work in domestic libraries has indeed lagged far behind the development of major integrated media platforms [3].

1.2.3 Analysis of Audio-Video Reading Promotion Practice in Inner Mongolia Universities

Through online statistics (as of December 1, 2022), very few of the 11 university libraries in Inner Mongolia utilize audio-video media platforms for reading promotion. On WeChat Video Channel, Inner Mongolia University Library ranks first with over 100,000 followers, over 100,000 likes, and 33 works, followed by Inner Mongolia University of Finance and Economics Library with 1,008 followers, 6,006 likes, and 8 works. Only Inner Mongolia Agricultural University and Inner Mongolia University of Technology have registered Douyin accounts, neither of which has published any works. No Inner Mongolia university libraries have registered Kuaishou accounts. Evidently, Inner Mongolia university libraries have extremely low utilization of online media, leaving considerable room for expansion in video reading promotion (see Table 2).

The author distributed a reading promotion questionnaire to university libraries in the Inner Mongolia region and received 109 responses. The survey data revealed that 50.46% of librarians work in libraries with dedicated reading promotion departments; video promotion accounts for 50.46% of activities, while 16.51% have never conducted video reading promotion; only 23.85% of librarians reported having a video reading promotion team; WeChat Video Channel utilization reached 64.22%; 39.45% cannot edit videos, while 46.79% have basic skills (see Figure 1 [Figure 1: see original paper]).

The survey demonstrates three key findings:

First, half of the university libraries in Inner Mongolia have yet to establish professional reading promotion teams. Maximizing the utilization of library collections requires professional teams; disorganized efforts by a few individuals cannot produce large-scale, systematic reading promotion services. Particularly for video reading promotion, professional teams mastering media technology, innovative ideas, aesthetic filming, and production skills are essential factors for success. The questionnaire results indicate that video reading promotion in university libraries faces a long road ahead.

Second, professional burnout among permanent staff creates difficulties for promotion work. The rapid pace of intelligent and digital transformation demands adaptation across all fields. University libraries must adopt diverse reading promotion models to accommodate readers' tendencies toward fragmented reading, mobile learning, and knowledge acquisition regardless of time or location. The survey shows that 16.51% of libraries have not yet launched any reading promotion activities. Librarians are the core initiators and bear primary responsibility for reading promotion. Only by vigorously mobilizing librarians' initiative and cohesion, establishing specialized promotion teams, and designing professional promotion systems can university libraries keep pace with industry development trends, avoid working in isolation, and achieve reading promotion goals.

Third, some librarians hold outdated views on audio-video reading promotion.

Integrated media is not only suitable for entertainment and leisure activities but also for academically oriented university reading promotion. In an era of digital education and smart libraries that advocates nationwide reading, relying solely on traditional promotion models for accessing university library collections is too narrow. Only by utilizing 5G-powered integrated media platforms can libraries gain more traffic, expand their reader base, and achieve effective utilization of university libraries and their collections.

The above theoretical and practical research, network data analysis, and survey results at national and regional levels fully prove that audio-video reading promotion activities have not yet formed scale. Their implementation and future prospects hold important theoretical significance and practical reference value for Inner Mongolia universities to keep pace with the times, revitalize the coordinated development of university libraries and digital network platforms in the Inner Mongolia region, advance university teaching and research, lead reading promotion development, and inform national planning and development of audio-video reading promotion in university libraries. Simultaneously, these findings pose more systematic and professional requirements for digital audio-video reading promotion work in university libraries.

2. Practice and Experience Analysis of “Meeting Librarians by Taoli Lake”

“Meeting Librarians by Taoli Lake” is a new sub-brand series of cultural education activities designed by Inner Mongolia University Library based on the “Taoli Lake·Fragrant Campus of Inner Mongolia University”—the second batch of high-quality ideological and political work projects in universities by the Ministry of Education. It represents an “emerging star” in the brand building process and another original activity of smart services in university libraries. The activity aligns with the changing reading habits of college students in the digital integrated media era. Centered on the subjects, target users, content, channels, and methods of reading promotion, it introduces a reading promotion model for “Meeting Librarians by Taoli Lake,” implementing a three-dimensional reading mode of “collection + video/audio.” The content is distributed on the “Inner Mongolia University Library” video service account and WeChat official account, and pushed as headlines on the Inner Mongolia University Library Newsletter subscription account. As a digital derivative product in the integrated media environment, the activity adheres to the fundamental task of fostering virtue through education, leveraging the short, fast, and efficient advantages of online audio-video to launch a series of brand activities. These include library overview introductions, collection resource promotion, practical operation guides for basic functions, recommendations of new and old titles, character interviews, work path indexes, librarian-as-books multi-functional short video and audio modules, and more.

Through a digital model construction of “one core platform + multiple functional modules + supporting series activities,” the activity promotes deep inte-

gration of short videos and audio with university libraries in the Inner Mongolia region, contributing to the “online” project of reading promotion work and adding new momentum for development.

“Meeting Librarians by Taoli Lake” achieves reading promotion goals in university libraries by building an audio-video promotion platform as a carrier and channel, organizing collaborative librarian teams, undergoing collection content absorption, output, and digital transformation, and integrating brand building with service promotion.

First, it steadfastly upholds the mission and responsibility of libraries to promote excellent traditional culture, continue Chinese cultural heritage, and strengthen cultural confidence. It fully leverages its functional role in disseminating scientific knowledge and social education, enhances campus cultural service efficiency, advances the construction of a scholarly campus for nationwide reading, implements the fundamental task of fostering virtue through education in universities, and promotes the improvement of college students’ ideological and moral education and cultural literacy. Since 2023, the library and information science industry has shown exceptional enthusiasm for constructing future learning centers. The audio-video digital promotion model of “Meeting Librarians by Taoli Lake” happens to demonstrate foresight, coincidentally aligning with the connotations of future learning centers.

Second, it seizes the leading position in audio-video reading promotion within integrated media channels, aligning with the era’s characteristics where integrated media and mobile network terminals have become mainstream reading directions for readers. It fully leverages the leading role of Inner Mongolia University Library in the digital transformation of university libraries in the Inner Mongolia region, striving to become a “pacesetter” in the field of audio-video reading promotion. Both the “Meeting Librarians by Taoli Lake” video series promoted through the official video account of Inner Mongolia University Library and the “Taoli Lake · Wenlan” audio series launched via WeChat official account have relatively early formed serialized and scaled reading promotion models within the scope of Inner Mongolia universities.

Third, it greatly mobilizes librarians’ work enthusiasm, stimulates the development of library human resources, and transforms librarians from auxiliary promoters to leading protagonists in audio-video promotion, enabling “self-production and self-marketing” without needing to recruit promoters from society or other departments. Although currently it remains difficult to find suitable literature narrators or librarians willing to appear on camera, it is hoped that the process of building serialized brand promotion will bring anticipation and confidence to librarians.

Fourth, beyond dissemination on the dedicated platform developed by the model, the series of audio-videos are also uploaded to “Inner Mongolia University Library + Collection” and forwarded to personal video accounts such as “Shiqiu Online,” linking library collection resource information to relevant

networks to achieve resource sharing and service sharing. This breaks down specific circles, enables diversified and multi-dimensional dissemination of library digital collections and resource construction, expands audience groups, and meets different reader needs. “Meeting Librarians by Taoli Lake” provides precise series services, offering readers rich, three-dimensional, professional, and academic reading and digital service experiences.

However, analysis of the three-month period since its launch (September to December 2022) shows that content themed “Meeting Librarians by Taoli Lake” accounts for only 25% of works published on the Inner Mongolia University Library official WeChat video account, Inner Mongolia University Library Collection +, and other personal video accounts. Its likes and other data are significantly lower compared to non-library professional content, with substantial gaps between original and reposted works (see Table 3).

The library audio-video resource construction model represents a multi-faceted interpretation and dissemination method for library literature resources, bringing extensibility to university library reading promotion and making print collections come alive. Li Jingcheng’s research in “A Study on the Self-Building of Classic Book Audio Libraries in University Libraries from the Perspective of Reading Promotion” suggests that the combination of auditory and visual reading yields better results than purely auditory or visual reading alone, with an audio-visual memory rate reaching 65%, compared to 25% for purely visual memory [4].

Based on analysis of current playback volume, likes, followers, and other status indicators of “Meeting Librarians by Taoli Lake” works and reading promotion works from various university libraries, the author summarizes the following outstanding issues:

First, working alone cannot make a significant impact. The library has not yet formed a complete audio-video promotion team; currently, a few like-minded individuals are groping forward, unable to meet the requirements for high-quality reading promotion talent output. Additionally, the lack of alliances with peer university libraries creates a “working behind closed doors” weakness.

Second, librarian burnout and lack of initiative. As Wang Mei, associate librarian at Shandong University of Technology Library, wrote in her blog in 2015: frontline librarians should first be “reading librarians,” then “reading navigation librarians,” and finally “reading sharing librarians.” Librarians are readers’ reading companions and consultants, playing a pivotal role in reading promotion [5]. However, in today’s era, both permanent and non-permanent librarians experience certain degrees of professional burnout or complacency due to occupational characteristics and social prejudice [6]. Among these, weak participation from non-permanent librarians constitutes a key issue.

Third, insufficient work volume seriously affects the process of branding and refinement. Low work volume reduces platform traffic, naturally decreasing work exposure and preventing interaction and fan growth with more readers. Cur-

rently, some “Meeting Librarians” content has formed series, such as videos for welcome seasons, graduation seasons, themed reading promotion, and themed lectures. The audio series currently includes “Librarian Recommendations” and the “Taoli Lake · Wenlan” audiobook series narrated by librarians.

Fourth, superficial content that fails to meet high standards. Works published by some university libraries, including “Meeting Librarians by Taoli Lake,” suffer from low-quality, overly fragmented, superficial, and cursory content that fails to arouse readers’ reading desires or resonate emotionally with them.

Fifth, difficulty for most librarians to perform on camera. Filming reading promotion videos requires strict standards: the screen must reflect librarians’ professional competence, cultural literacy, performing arts literacy, and behavioral arts literacy. Audio recording requires situational immersion, with narrators using voice and emotional color to render works and influence readers’ emotions, aiming to achieve high-frequency resonance with readers.

3. Optimization Measures for Audio-Video Reading Promotion Work

Based on the above research and analysis, the following countermeasures are proposed to meet readers’ needs and strengthen communication and interaction:

3.1 Building Excellent Audio-Video Reading Promotion Teams and Conducting Professional Training

Teams constitute the core strength of reading promotion. Team collaboration capabilities and spirit of responsibility, members’ educational backgrounds and professional expertise, correct professional attitudes, dedication to serving readers wholeheartedly, and librarian competencies—including information ability [7], media literacy, lifelong learning ability, and teaching capability necessary for professional service in the all-media environment; performing arts literacy essential for audio-video reading promotion; and knowledge of audio-video shooting, editing, and production—provide strong guarantees for reading promotion activities [8]. The author does not believe that short video production is simple or has low barriers; rather, it requires strong aesthetic and creative abilities and deepened theoretical and practical knowledge of software technical operations. Only by assembling librarians with learning capabilities, adept at publicity, copywriting, and full of self-confidence, cultivating audio-video reading promoters with Inner Mongolia local characteristics that suit the conditions of university libraries in Inner Mongolia, and improving the overall team quality and professional service innovation level of libraries, can we resolve the dilemma of struggling reading promotion activities. Therefore, schools or libraries should increase opportunities for librarians to learn and exchange externally, enabling them to see and hear more, which naturally leads to better reading promotion ideas.

3.2 Enhancing Library Management Systems and Improving Librarian Incentive Mechanisms

Librarians engaged in long-term work experience certain professional burnout and complacency. Non-permanent librarians constitute an important force in library construction and development. “Equal pay for equal work” should be implemented for permanent and non-permanent staff, with strict adherence to relevant state regulations to ensure non-permanent personnel enjoy due benefits, and fair performance-based compensation and reward systems should be implemented. This fully mobilizes the initiative, agency, and innovation of non-permanent librarians in university library reading promotion work. Librarians participating in reading promotion (regardless of permanent or non-permanent status) should receive additional performance rewards, with each individual librarian gaining a strong sense of love, being loved, and belonging [9], which becomes their motivation to participate in audio-video reading promotion, promotes unity and cooperation among librarians, and encourages them to jointly contribute ideas for library development, thereby enhancing the digital dissemination and utilization of library collections through audio-video methods.

3.3.1 Combining Multiple Media Platforms

As clearly shown in the survey statistics (Figure 2 [Figure 2: see original paper]), reading groups primarily focus on large public platforms such as Douyin and Bilibili, with fragmented reading audiences accounting for 82%, online reading 50%, and short audio-video content 68% of respondents. Since the advocacy of nationwide reading, the proportion of daily reading time among citizens has gradually increased, and many university libraries already have reading promotion platform accounts. To cater to readers’ needs for mobile learning and fragmented reading, and to build reading brands and brand value publicity, reading promotion must expand beyond WeChat official accounts to mainstream media platforms such as Douyin, Kuaishou, and Xiaohongshu, leveraging their advantages of fast information transmission, wide coverage, unrestricted time, and strong appeal to promote diversified development. Additionally, efforts should be made to vigorously develop reading promotion of characteristic digital resources in ethnic regions, such as the “Blue Grassland” audiobook APP, the “Night Reading” series on the official account of the Inner Mongolia Autonomous Region Department of Culture and Tourism, the “Audiobook” column of the Inner Mongolia Autonomous Region Library, and the “Inner Mongolia University Library Digital Collection +” initiative. These represent different promotion models that are easy to browse, have broad audience bases, and feature strong interactive functions. University libraries can learn from the successful advantages of multiple platforms to develop campus reading promotion, satisfying the intellectual desires of audience readers on different tracks. Their high-degree integration and parallel reading promotion provide readers with convenient and fast digital reading experiences, accelerating the practical significance of library resource digitization in the Ministry of Education’s comprehensive implementa-

tion of the digital education strategy and nationwide reading action.

3.3.2 Expanding Cooperation Among Multiple Groups

Every group constitutes a target audience for reading promotion. University reading promotion should adopt a radiating development pattern, gradually shifting from the initial model where only librarians serve as promoters to expanding promoters to various groups, enabling students to become protagonists in audio-video content or to host reading promotion activities with like-minded partners outside the circle. Although the brand characteristic of “Meeting Librarians” features librarians as the main hosts, the project process revealed the fatal flaw of working alone. The newly added “Taoli Lake · Wenlan” is a typical innovative case. Initially, it featured librarians as the main narrators for book talks or article readings, but later began to recruit like-minded readers from various colleges to participate in producing audio works, gradually expanding the reading promotion team and shifting from the “librarian” promotion model to a “librarian +” model. This reversed the situation of being outnumbered and cleverly avoided librarians’ limitations such as seeking comfort and lacking proactivity. “Taoli Lake · Wenlan” is an audio sub-series developed by the author under “Meeting Librarians by Taoli Lake,” representing new strength in the brand building process of “Taoli Lake · Fragrant Campus of Inner Mongolia University.” Additionally, creating a “studio” promotion model in collaboration with readers majoring in broadcasting and hosting is sufficiently novel and worth practical promotion. University reading promotion brand projects innovate in development and develop through innovation, requiring more knowledgeable individuals to join the construction team to jointly consider existing problems and future development in brand building.

3.3.3 Integrating Multiple Activity Modes

Audio-video reading promotion models are not static and require flexible adjustment. They should not be limited to online audio narration by librarians or video appearances, but can change 思路 and innovate modes on this basis, developing multi-person online discussion modes or online reading clubs and other live broadcast forms for communication and promotion of collection resources. For example, organizing multi-person audio discussions on reading the same book, multi-reader video windows for couplet or ancient poetry matching, “studio” formats, and any innovative modes that increase participation and enhance brand influence can be adopted. Of course, each mode faces the problem of disruptive comments from malicious visitors that disturb the order of audio-video sessions, necessitating robust network supervision systems and management mechanisms.

3.4 Strengthening Brand Effect, Enhancing Promotion Efforts, and Creating a “Popular Library”

Gaining followers is the pursuit goal of every short audio-video account. For university libraries, college student readers are indispensable fans. Achieving a certain number of followers and work traffic requires the following elements: Designing video covers, opening and closing sequences, and library logos with unique Inner Mongolia regional style that highlight ethnic characteristics, forming unique tags to achieve the purpose of promoting library collection resources and reading promotion. Hohhot City’s “Hongyan Yue Reading” plan excellently illustrates characteristics of distinct local features and promotion of public cultural service system construction, widely covering reading development plans for urban and rural residents across the region; Designing simple yet sophisticated brand identifiers that convey brand connotations through concise communication symbols, creating creative and practical logos to provide reading services. “Meeting Librarians by Taoli Lake” has not yet formed an exclusive brand identifier, which will be gradually improved in later construction; Content is king. Leveraging Inner Mongolia’s “Mongolian Studies characteristic resources” and academic advantages such as the region’s only “Intellectual Property Information Service Center,” characteristic collections should be brought “out of the cabinets” through online-offline integration to expand attention. Creating brand series such as the “Meeting Librarians by Taoli Lake” classical Mongolian books series, focusing on research-oriented and professional content to open up promotion paths for ethnic regional culture that promote the consciousness of the Chinese national community and create ethnic characteristic resource service routes; Cultivating popular promoters or excellent reading promoters to lead team promotion, creating popular check-in libraries, and improving reader stickiness. Learning from the essence of others’ practices, such as the excellent promoter Fan Deng of “Fan Deng Reading Club,” which uses multi-dimensional assistance including audio, video, graphics, and mind maps to help users consolidate learning content, we should learn from its success to enhance our own brand influence; While promoting complete content through audio-video models, we must adapt to readers’ current fragmented reading habits of short audio-video content within 15 minutes, following the “golden six seconds” rule to improve video completion rates.

3.5 Balancing Professionalism and Leisure, Grasping the Frontiers of the Library Industry

Timely launch of diversified works that resonate with current hot topics and emotional connections should be promoted to avoid the monotony and dullness of promoting academically strong collection resources in university libraries. For example, producing series of short films on “life wisdom enlightenment” about inspirational students and teachers, or “historical changes of the library,” or producing high-quality MTV works featuring librarians’ daily work as the background, or adding majestic poetry recitation audio and other “book talker”

columns to make audio-video reading promotion break out of its circle and become popular online, ultimately achieving the goal of improving library functions and utilization rates of print and digital resources, and gradually realizing the construction goals of smart libraries. The author believes that the widely disseminated WeChat official account “Insight” is a quality brand from which we can learn its essence. Here, readers can browse famous works and “drink” comforting soul soup, sometimes serious and sometimes relaxed, sometimes making readers laugh and sometimes moving them to tears, satisfying the reading needs of different target groups. From the comment section of this brand’s official account, we can feel its success in attracting numerous active fans to actively participate in exchanges, making reading come alive and become popular.

3.6 Strengthening the Important Role of Reading Space Construction in Audio-Video Scene Layout

Building online scenario-based positions and constructing virtual library spaces make integrated media reading promotion more three-dimensional, intuitive, rich, and embedded. Online scenario-based positions refer to multimedia carriers and collection resource dissemination methods that display library virtual scenes through integrated media platforms such as Kuaishou, Douyin, and Bilibili. By embedding audio-video into library virtual scenes, readers can experience reading feelings that combine tactile, auditory, and visual sensations. Library reading virtual spaces can be physical spaces moved onto the screen. The development trend of combining innovative library reading physical spaces with scenario-based themed reading promotion has become an indispensable and important component of building library quality, diversified, intelligent, and smart service systems.

3.7 Persisting in Normalized Development of Reading Brands

The practice of “fishing for three days and drying nets for two days” makes it difficult for reading brand building to develop stably and effectively. Only through continuous and stable maintenance and management of brand growth from the beginning, good protection of facilities and equipment needed for brand building, human resources and energy, and regular and orderly creation and release of works, can we explore better promotion ideas in practice and lay a solid foundation for maintaining normalized brand operation. Normalized operation includes regular team operation, regular library organization and support, continuous improvement of ideas and technology, and regular work of understanding and communicating target user needs and leading user demands. How to firmly grasp readers’ hearts is an important subject for current university library reading promotion activities. Building a good brand is certainly key, but it also requires a large bound reader group, which is an important foundation for the normalized development of reading brands. In short, reading brand building must have unique style while striving to be long-lasting. The long journey of reading promotion requires librarians and promoters to pay persistent

and unremitting efforts and continuously innovative service spirit.

4. Conclusion

Reading can shape an individual's quality and influence the development of a nation and ethnicity. Integrated media technology and network platforms increasingly demonstrate vigorous vitality. The digital transformation of libraries empowered by integrated media from digital to intelligent, and from intelligent to smart, is no longer just theoretical advocacy. Nationwide reading has upgraded from a civil action to a national development strategy. Integrated media audio-video reading reduces readers' transportation costs for obtaining reading resources, providing literature reading and resource services through advantageous channels that are ubiquitous and available anytime. Audio-video reading promotion work in Inner Mongolia university libraries has just begun, and the "Meeting Librarians by Taoli Lake" reading brand has successfully taken an important step in the integrated media environment, hoping to become a pace-setter for audio-video brand reading promotion in Inner Mongolia university libraries. It will effectively advance alongside scientific research, talent cultivation, social services, cultural inheritance, and inter-library alliances, actively exploring and striving for excellence in continuous exploration. In the "hot" promotion of short audio-video content, with the fundamental task of fostering virtue through education and the goal of contributing to the construction of Double First-Class universities, it provides theoretical and practical experience for reading promotion in Inner Mongolia university libraries and even nationwide, laying a solid foundation for the construction of future learning centers, and looking forward to opening a new chapter in audio-video reading promotion in university libraries.

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