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Research on Converged Media Empowering Branded Reading Promotion and Cultural Education Activities in University Libraries

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Abstract

The Internet and nationwide reading are gradually becoming deeply integrated, and the rapid development and widespread adoption of audio-visual channels and models in the era of converged media have become an unavoidable cultural phenomenon. Through questionnaires, online surveys, and database retrieval, this study draws upon the theoretical and practical experiences of audio-visual reading promotion in university libraries across China and specifically within the Inner Mongolia Autonomous Region, analyzes the current state of audio-visual reading promotion in university libraries empowered by converged media, and further explores the existing problems and optimization strategies in converged media reading promotion and information dissemination, using the audio-visual reading promotion and cultural education brand activity ‘By the Peach and Plum Lake · Meeting Librarians’ as a case study.

Full Text

Research on Convergence Media Empowering Cultural Education Brand Activities for Reading Promotion in University Libraries: A Case Study of “Meeting Librarians by Taoli Lake” Reading Promotion

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Abstract

The deep integration of the internet with nationwide reading initiatives has made the rapid development and popularization of audio-visual channels and models in the convergence media era an unavoidable cultural phenomenon. Through questionnaire surveys, online investigations, and database searches, this study draws upon the theoretical and practical experiences of audio-visual reading

promotion in university libraries both nationally and within the Inner Mongolia Autonomous Region. It analyzes the current status of audio-visual reading promotion work in university libraries empowered by convergence media, and further explores existing problems and optimization strategies in convergence media reading promotion and information dissemination, using the “Meeting Librarians by Taoli Lake” audio-visual reading promotion cultural education brand activity as a case study.

Keywords: university library; convergence media; audio; video; reading promotion; cultural education

CLC Classification: G252

With the popularization of 5G technology, the usage rate of new media such as mobile phones has risen sharply. According to the *Statistical Report on China's Internet Development*, as of June 2022, the user base of online video (including short videos) reached 995 million, with short video users numbering 962 million, accounting for 91.5% of all internet users. On April 23, 2022, the China Press and Publication Research Institute released the results of the 19th National Reading Survey, 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 presentations being 30.5%, 8.4%, 6.6%, and 1.5% respectively. Data from iiMedia Research indicates that the number of UGC creators for online audio in China increased from over 7 million in 2018 to over 9 million in 2019, reaching 640 million users in 2020, with projections of 690 million users 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]. These data demonstrate that university libraries' convergence media reading promotion has a sufficient audience base, robust technical support, and stable dissemination platforms.

University libraries should adapt to the development and needs of higher education in the new era, serve the requirements of contemporary education, and integrate into all aspects of university talent cultivation. The purpose of reading promotion in university libraries is cultural education, which must keep pace with the times. By aligning with readers' habits, methods, and preferences, and taking user characteristics and needs as the starting point and foundation, libraries can attract more users of their collections and advance the development of reading promotion initiatives. Fully leveraging the advantages of convergence media reading channels and effectively integrating them with university reading promotion aligns with the goals of nationwide reading campaigns and the construction of future learning centers. Oriented toward building cultural education brands for reading promotion and clarifying the important role of convergence media in library digital-intelligent services and future learning center construction, this represents an essential condition for advancing university reading promotion work and constitutes a key research topic in the library profession.

1. Research Status and Analysis of Convergence Media Reading Promotion

Accompanied by the rapid development of audio-visual production technology and the shift in people's reading channels toward various media platforms, readers' habits have transitioned from traditional models to fragmented reading. Against this backdrop, traditional digital reading promotion models in university libraries are increasingly failing to attract reader interest. Lan Liqiong notes that the innovative development of smart libraries requires attention to user needs and the fulfillment of learner growth [2], and that successful integration with modern convergence media is necessary to provide convenient, cross-temporal reader services. Convergence media reading promotion refers to libraries utilizing various media platforms to transform collection resources from image and text formats into audio-visual dissemination, breaking down the barriers of traditional graphic promotion and enabling readers to acquire and understand information about reading content and promotion venues in a more three-dimensional, intuitive, and audible manner. As an emerging approach, the convergence media reading promotion model has begun to emerge in the intelligent reading promotion work of university libraries. Although a small number of university libraries have registered accounts and published works on major convergence media platforms such as WeChat Channels, Douyin, and Kuaishou, their promotional effectiveness pales in comparison to entertainment influencers. Nevertheless, this initiative of using convergence media to integrate library collection resources with audio-visual content to broaden reading promotion channels and expand audience groups has provided theoretical and practical reference value for reading promotion work across university libraries. Despite China's more than ten years of research experience in smart libraries, as an emerging research direction spanning both convergence media and library science in recent years, how to better utilize audio-visual platforms to build reading promotion models suitable for university library applications remains a hot research topic. This paper briefly outlines the current theoretical and practical research on audio-visual reading promotion in select domestic regions through questionnaire surveys, online investigations, and database searches, and analyzes existing problems.

1.1 Theoretical Status of Convergence Media Audio-Visual Reading Promotion

Using “video reading promotion” and “audio reading promotion” as keywords, the earliest publication identified through online and database searches was Xu Xiaoxia, Jin Dezheng, and Zhang Lan's 2014 article 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 a reading video competition. Subsequent publications include Chen Tianhong's “Principles and Strategies for Public Libraries Using Short Videos for Reading Promotion” in *Economic Outlook*

of the Bohai Rim (January 2021); Wu Zhiqiang, Su Lian, and Li Xiaoping's "Research on Douyin 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 Development Strategies for Library Short Video Reading Promotion—A Case Study of Douyin Short Videos by 'Gold Medal Reading Promoters' from 2014-2021" in *Library Work and Research* (November 2022); and Nian Yinjing's 2018 article "The Charm of Listening—Practical Activities and Empirical Analysis of Audio Book Promotion" in *Library Theory and Practice*. These publications over the past decade have established a solid theoretical foundation for researching the application of short video and short audio reading promotion in libraries.

Searching with keywords including "video reading promotion," "audio reading promotion," "new media," and "Inner Mongolia" reveals fewer than 20 relevant articles authored by university library professionals in the Inner Mongolia region. Among these, the earliest theoretical overview of new media recommended bibliographies as an important approach to reading promotion in university libraries was published in *Inner Mongolia Science Technology & Economy* in February 2016, though it did not specifically address convergence media reading promotion in Inner Mongolia university libraries.

1.2.1 Analysis of Audio Reading Promotion Practice Audio reading, also known as audio resource reading, is an inevitable product of the digital reading era and an important means of resource dissemination empowered by convergence media. International examples include Apple's podcast iTunes 4.9 for downloading audio resources based on MP3 technology [1]; the OverDrive e-book service platform; Hoopla from Midwest Tape; and Honda's "Road Reading" platform that integrates in-vehicle systems with the New York Public Library's audiobook platform. Domestic platforms such as Ajide FM and Ximalaya FM host vast amounts of audio content, promoting nationwide reading through a "technology + resources + services" model [3]. Drawing upon these successful precedents, libraries can certainly explore reading promotion models suited to their specific circumstances and develop them into brands, thereby advancing the digitalization of education.

1.2.2 Survey of Video Reading Promotion Practice Through online searches, as of December 3, 2022, among the 15 "Double First-Class" university libraries nationwide, six had registered accounts on well-known convergence media video platforms and published works. Wuhan University Library had the highest number of works, likes, and followers (see Table 1). While theoretical research is abundant in various universities, few have actually taken the step toward video reading promotion. Even among those with registered accounts, their works have not achieved systematic, high-quality production, let alone brand development.

In addition to Table 1, as of December 2022, the official Douyin account of

Harbin Institute of Technology (Weihai) Library was found to have 53,000 likes, 1,276 follows, and 6,914 fans. This indicates that some domestic university libraries have recognized the development opportunities of audio-visual platforms, but their growth pace remains slow. Since publishing their first video in 2019, follower growth has been sluggish, and the development of domestic libraries' audio-visual promotion work significantly lags behind the overall development of major convergence media platforms [4].

1.2.3 Survey of Regional University Convergence Media Reading Promotion Practice Through online statistics (as of December 1, 2022), the author found that very few of the 11 university libraries in Inner Mongolia utilize audio-visual media platforms for reading promotion. On WeChat Channels, 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. On Douyin, only Inner Mongolia Agricultural University and Inner Mongolia University of Technology have registered accounts, neither of which has published any works. No Inner Mongolia university libraries have registered accounts on Kuaishou. Evidently, Inner Mongolia university libraries have extremely low utilization of network 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 at university 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 Channels utilization reaches 64.22%; 39.45% cannot edit videos, while 46.79% have basic knowledge (see Figure 1 [Figure 1: see original paper]).

The survey reveals several key findings:

First, nearly half of the university libraries in the Inner Mongolia region still lack 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. Effective convergence media reading promotion demands teams with professional media technology expertise, complemented by innovative thinking, filming aesthetics, and production skills—all crucial factors supporting video reading promotion. The questionnaire results indicate that university library convergence media reading promotion faces a long and arduous journey ahead.

Second, professional burnout among staff poses challenges to promotion efforts. The rapid pace of intelligent and digital transformation requires all fields to adapt to changing times. University libraries must adopt diverse reading promotion models to accommodate contemporary characteristics of fragmented read-

ing, mobile learning, and knowledge acquisition regardless of time or location. The survey shows that 16.51% of libraries have yet to conduct any reading promotion, with librarian burnout being one contributing factor. Librarians constitute the core responsible for initiating and undertaking reading promotion; only by vigorously mobilizing their initiative and cohesion, establishing specialized promotion teams, and designing professional promotion systems can university libraries conduct specialized, systematic reading promotion that keeps pace with industry trends and avoids working in isolation, thereby achieving reading promotion goals.

Third, some librarians maintain outdated perspectives on convergence media reading promotion, with some even questioning whether using convergence media to promote collections constitutes “improper work.” Convergence media is not only suitable for entertainment and leisure activities but also appropriate for academically rigorous university reading promotion initiatives. In an era of nationwide reading advocacy and educational digitalization and intelligence, relying solely on traditional promotion models for accessing university library collections is too narrow. Only by leveraging high-speed 5G convergence media platforms can libraries gain more traffic and expand their reader base, achieving effective utilization of university libraries and their collections.

The above theoretical and practical research, network data analysis, and questionnaire results fully demonstrate that university audio-visual reading promotion activities have not yet achieved 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 collaborative development of university libraries and digital network platforms in the region, advance university teaching and research, lead reading promotion development, and inform the planning and development of audio-visual reading promotion in university libraries nationwide. The library audio-visual resource construction model represents a multi-dimensional interpretation and dissemination approach for library literature resources, bringing extensibility to university library reading promotion and bringing physical collections to life. Li Jingcheng’s research in “A Study on the Construction of Classic Book Audio Libraries in University Libraries from the Perspective of Reading Promotion” suggests that combined audio-visual reading effectiveness is superior to purely auditory or purely visual reading, with audio-visual memory retention reaching 65% compared to 25% for visual-only reading [5]. The current status and future prospects of integrating university library services with convergence media demand more systematic and professional approaches to digital reading promotion and cultural education.

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

“Meeting Librarians by Taoli Lake” is a new sub-brand cultural education series developed by Inner Mongolia University Library based on the “Taoli Lake •

Scholarly Inner Mongolia” project—an exemplary ideological and political work project in the second batch designated by the Ministry of Education. As an “emerging star” within the “Taoli Lake · Scholarly Inner Mongolia” brand construction, it represents another original activity in university library smart services. The activity aligns with the changing reading habits of university students in the digital convergence media era, centering on reading promotion subjects, target users, content, channels, and methods. It introduces the “Meeting Librarians by Taoli Lake” reading promotion model, implementing a three-dimensional reading mode of “collections + video/audio,” distributed through the “Inner Mongolia University Library” video service account and WeChat official account, and pushed as headline content on the Inner Mongolia University Library Newsletter subscription account. As a digital derivative product of the convergence media environment, the series adheres to the fundamental task of fostering virtue through education, leveraging the short, fast, and accessible advantages of online audio-visual media. The activity includes multi-functional short video and audio modules such as library overviews, collection resource promotion, practical application guides for basic functions, new and old title recommendations, interviews, work path indexes, and librarian “human books.”

Through the construction of a digital model of “one core platform + multiple functional modules + supporting series activities,” the initiative promotes deep integration of short videos and audio with university libraries in the Inner Mongolia region, contributing to the “online” engineering of reading promotion work and injecting new development momentum.

“Meeting Librarians by Taoli Lake” achieves the cultural education goals of university library reading promotion by building audio-visual promotion platforms as carriers and channels, organizing collaborative librarian teams, and facilitating the absorption, output, and digital transformation of collection content, integrating brand building with service promotion.

2.1 Internal Drivers of the “Meeting Librarians by Taoli Lake” Brand Series

First, the series firmly upholds the library’s mission and responsibility 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 effectiveness, advances nationwide reading and scholarly campus construction, implements the fundamental task of fostering virtue through education in universities, and promotes the improvement of university students’ ideological and moral education and cultural literacy. Since 2023, the library and information science community has shown exceptional enthusiasm for constructing future learning centers, and the audio-visual digital promotion model of “Meeting Librarians by Taoli Lake” demonstrates prescient alignment with the connotations of future learning centers.

Second, the series seizes the leading position in audio-visual reading promotion within convergence media channels, aligning with the era's characteristic of convergence media and mobile network terminals becoming mainstream reading platforms. It fully exerts the leading role of Inner Mongolia University Library in the digital transformation of university libraries across the region, striving to become a “pacesetter” in audio-visual reading promotion. The “Meeting Librarians by Taoli Lake” video series promoted through the library's official video account and the “Taoli Lake · Wenlan” audio series launched via WeChat official account represent relatively early examples of systematic, large-scale reading promotion brands among university libraries in Inner Mongolia.

Third, the series greatly mobilizes librarian enthusiasm, stimulates staff potential, and develops library human resources, transforming librarians from auxiliary promoters to leading protagonists in audio-visual promotion. This enables “self-production and self-marketing” without needing to recruit promoters from society or other departments. Although currently challenging to find suitable literature narrators or librarians willing to appear on camera, the brand-building process hopes to bring new expectations and confidence to librarians.

Fourth, beyond dissemination through the dedicated platform developed for the model, the audio-visual series is also uploaded to “Inner Mongolia University Library + Collections” 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 exclusive circles, realizes multi-dimensional and diversified dissemination of library digital collections and resource construction, expands audience groups, and meets diverse reader needs. “Meeting Librarians by Taoli Lake” delivers targeted series services, providing readers with rich, three-dimensional, professional, and academic reading and digital service experiences.

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

2.2 Prominent Problems in Practice

Based on analysis of current views, likes, follower counts, and other metrics of “Meeting Librarians by Taoli Lake” works and reading promotion works from various university libraries, the following problems require resolution:

First, working in isolation cannot create significant impact. The library has not yet formed a complete audio-visual promotion team; currently, only a few like-minded individuals are exploring the path forward, unable to meet the demands for high-caliber reading promotion talent output. Additionally, the

lack of alliances with peer university libraries presents a “working behind closed doors” weakness.

Second, librarian burnout and lack of initiative. As Wang Mei, associate research librarian at Shandong University of Technology, wrote in a 2015 blog post: “Frontline librarians are first and foremost reading librarians, second reading navigation librarians, and third reading sharing librarians. Librarians are readers’ reading companions and consultants, playing a pivotal role in reading promotion” [6]. In contemporary times, both permanent and non-permanent librarians experience certain degrees of professional burnout or complacency due to occupational characteristics and social biases [7]. Among these, weak participation from non-permanent librarians represents a key issue.

Third, insufficient work volume seriously affects brand and quality development. Low work volume reduces platform traffic, naturally decreasing work exposure and preventing interaction with more readers and follower growth. Currently, some “Meeting Librarians” content has formed series, such as videos for orientation season, graduation season, themed reading promotion, and themed lectures. For audio, the “Taoli Lake · Wenlan” series of audiobook programs narrated by librarians has been launched.

Fourth, superficial content that fails to meet high standards. Surveyed university libraries that have published works, including “Meeting Librarians by Taoli Lake,” similarly suffer from low-quality, overly fragmented, superficial, and cursory content that struggles to evoke readers’ desire to read and cannot resonate emotionally with audiences.

Fifth, difficulty for most librarians to perform on camera. Producing reading promotion videos requires strict standards, as the screen reflects librarians’ professional competence, cultural literacy, performing arts literacy, and behavioral arts literacy. Audio recording requires situational immersion, with narrators using voice and emotional coloring to influence readers’ emotions and achieve high-frequency resonance with audiences.

3. Measures for Optimizing Convergence Media Reading Promotion Work

Based on the above research and analysis, to meet readers’ needs, strengthen communication and interaction with readers, optimize audio-visual reading promotion work, and truly achieve the goal of cultural education for university students, the following measures should be implemented:

3.1 Establishing Excellent Convergence Media Reading Promotion Teams and Professional Training

Teams constitute the core force of reading promotion. Team collaboration capabilities, team responsibility spirit, members’ educational backgrounds, professional expertise, proper work attitudes, professional consciousness dedicated to

serving readers, and librarian competencies—including information ability [8], media literacy, lifelong learning capacity, and teaching ability necessary for professional services adapted to library development; performing arts literacy and language organization and expression skills essential for audio-visual reading promotion; and knowledge of audio-visual filming and editing—provide strong guarantees for reading promotion in all-media environments [9]. 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. In an era competing for “quality,” only by assembling librarians with learning capabilities, promotional skills, copywriting expertise, and full confidence, and by cultivating audio-visual reading promoters with Inner Mongolia local characteristics suited to the conditions of Inner Mongolia university libraries, can the overall team quality and the innovation level of library professional services be enhanced to resolve the predicament of inadequate reading promotion activities. Therefore, universities or libraries should increase opportunities for librarians to participate in external learning and exchange, as broader exposure naturally generates better reading promotion ideas.

3.2 Strengthening Library Management Systems and Improving Librarian Incentive Mechanisms

Librarians engaged in long-term single-position 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 national regulations to ensure non-permanent personnel receive due benefits and welfare. Fair performance-based compensation and reward systems should be implemented to fully mobilize the initiative, agency, and innovation of non-permanent librarians in university library reading promotion. 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 [10], which becomes their motivation for participating in audio-visual reading promotion. This promotes unity and cooperation among librarians, encourages collective planning for library development, and enhances the digital dissemination and utilization of collection resources through audio-visual means.

3.3.1 Establishing Diversified Project Channels As evident from 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 surveyed individuals. Since the national advocacy of nationwide reading, the proportion of daily time invested in reading has gradually increased, and many university libraries already have reading promotion platform accounts. To cater to readers’ mobile learning and fragmented reading

needs and to build reading brands and brand value promotion, reading promotion should expand beyond WeChat official accounts to mainstream media platforms like Douyin, Kuaishou, and Xiaohongshu, leveraging their advantages of fast information transmission, broad coverage, time independence, and strong influence to promote diversified development. Additionally, efforts should focus on developing reading promotion for 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 “Audiobooks” column of the Inner Mongolia Autonomous Region Library, and the Inner Mongolia University Library Digital Collections Plus. These represent different promotional models that are easy to browse, have broad audience bases, and feature strong interactive functions. University libraries can learn from these multi-platform successes to conduct campus reading promotion, satisfying the intellectual desires of multi-track audience readers. Their highly integrated parallel reading promotion provides readers with convenient and efficient digital reading experiences, accelerating the practical significance of library resource digitalization in the Ministry of Education’s comprehensive implementation of the educational digitalization strategy and nationwide reading initiatives.

3.3.2 Achieving Multi-dimensional Target Integration Libraries are not merely service venues but also “practical training bases” for readers, capable of enriching and perfecting the school’s education system. All population groups belong to reading promotion target audiences. University reading promotion should adopt a radiating development approach, gradually transforming from the initial model where librarians serve as auxiliary promoters to expanding promoters across various groups, enabling students to become participants and collaborators in convergence media promotion activities. Although the “Meeting Librarians by Taoli Lake” brand reading promotion series features librarians as primary hosts, the project revealed fatal flaws in working alone during implementation. The newly added “Taoli Lake · Wenlan” represents a typical innovative case. Initially featuring librarians as main narrators reading books or articles aloud, it later began recruiting like-minded readers from various colleges to participate in audio work production, gradually expanding multi-dimensional users and shifting the reading promoter model from “librarians” to “librarians + readers.” This reversed the isolated situation and cleverly avoided the limitations of relying solely on librarians. “Taoli Lake · Wenlan” is an audio sub-series developed by the author under “Meeting Librarians by Taoli Lake,” representing new strength in the “Taoli Lake · Scholarly Inner Mongolia” brand construction process. Additionally, collaborating with readers majoring in broadcasting and hosting to create the “Taoli Lake · Yatan” Chat-Read studio promotion model represents a practical product of multi-departmental cooperation. University reading promotion cultural education brand projects innovate through development and develop through innovation, requiring more knowledgeable individuals to join the construction team to collectively consider existing problems and fu-

ture development opportunities.

3.3.3 Integrating Multiple Activity Models The convergence media-empowered reading promotion model is not static and requires flexible adjustment. It should not be limited to online audio narration or video appearances by librarians. Based on this foundation, innovative models can be developed by changing perspectives, such as multi-person online discussion modes or online reading clubs in live broadcast formats for exchanging and promoting collection resources. Examples include organizing audio-based multi-person book discussions, multi-reader video multi-window couplet or ancient poetry competitions, and “studio” formats—any innovative model that increases participation and enhances brand influence can be adopted. Naturally, each model carries the risk of inappropriate visitor comments disrupting audio-visual order, necessitating robust network supervision systems and management mechanisms.

3.4 Strengthening Brand Effect, Enhancing Promotion, and Creating Influential Libraries

Gaining followers is the pursuit of every convergence media work. For university libraries, student readers are indispensable fans. Achieving certain follower counts and work traffic requires several key elements: (1) Designing regionally distinctive video covers, opening and closing sequences, and library logos that highlight ethnic characteristics to form unique tags and promote the library’s characteristic collection resources. Hohhot’s “Hongyan Yuedu” (Wild Goose Reading) Plan [11] exemplifies distinct local features that promote public cultural service system construction, extensively covering reading development plans for urban and rural residents across the region. (2) 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 developed an exclusive brand identifier, which will be gradually perfected in later construction. (3) Content is king. Leveraging Inner Mongolia’s “Mongolian Studies characteristic resources” and the region’s sole “Intellectual Property Information Service Center” as academic advantages, distinctive collections should be brought “out of the cabinets” to expand attention through online-offline integration. Creating brand series such as the “Meeting Librarians by Taoli Lake” Mongolian ancient books series, focusing on research-oriented and professional content to open promotion paths for ethnic regional culture that promotes Chinese national community consciousness and establishes ethnic characteristic resource service routes. (4) Cultivating influencer promoters or excellent reading promoters to lead team promotion, creating libraries as influencer check-in destinations, and enhancing reader stickiness. Learning from others’ practical essence, such as Fan Deng, the excellent promoter of “Fan Deng Reading Club,” which uses audio, video, graphics, and mind maps to help users consolidate learning content, we must learn from such successes to enhance our own brand influence. (5) While

maintaining complete narrative content in audio-visual promotion models, adaptation to current readers' fragmented reading habits of short videos under 15 minutes is necessary, following the "golden six seconds" rule to improve video completion rates.

3.5 Balancing Professionalism and Leisure, Grasping Library Industry Frontiers

Timely launching diversified works that resonate with current hot topics and emotional connections avoids the monotony and dryness of promoting academically rigorous collection resources in university libraries. Examples include producing series shorts about inspirational "life wisdom" from students and teachers, or historical themes such as "Historical Changes in Libraries," creating MTV-quality productions featuring librarians' daily work, or adding powerful poetry recitation audio columns. This makes audio-visual reading promotion popular beyond library circles and across the internet, ultimately achieving the goals of enhancing libraries' cultural education service functions and improving the utilization rates of physical and digital collections, thereby gradually realizing smart library construction objectives. The author believes that the widely disseminated WeChat official account "Dongjian" (Insights) represents a quality brand whose essence we can learn from, where readers can browse famous works and "drink" comforting soul-nourishing content, alternating between serious and relaxed tones that make readers both laugh and cry, satisfying the reading needs of different target groups. The comment sections of this brand's official account demonstrate its success in attracting numerous active fans to participate in exchanges, bringing reading to life and making it popular.

3.6 Strengthening Virtual-Physical Integration and Smart Interaction

Both physical and virtual spaces serve as reading spaces that guarantee student learning. Implementing online scenario-based platform construction and building virtual library spaces makes convergence media reading promotion more three-dimensional, intuitive, rich, and embedded. The so-called online scenario-based platform refers to multimedia carriers and collection resource dissemination methods that display library virtual scenes through convergence media platforms such as Kuaishou, Douyin, and Bilibili. By embedding audio-visual content into library virtual scenes, readers experience reading with integrated tactile, auditory, and visual focus. Library reading virtual spaces can be physical spaces moved onto screens, and creating a panoramic learning space with endogenous linkage and intelligent coordination between physical spaces represents an important component of the library future learning center construction system.

3.7 Upholding Normalized Development of Reading Brands

An on-again, off-again approach cannot achieve stable and long-term development of reading brands. Only through continuous and stable maintenance and

management of brand growth from the outset, properly safeguarding the facilities, equipment, human resources, and energy required for brand building, and regularly and systematically creating and publishing works while exploring better promotion ideas in practice can a solid foundation for normalized brand operation be established. Normalized operation includes regular team operations, regular library organization and support, continuous refinement of ideas and technology, and regular work to understand and communicate target user needs while leading user demands. How to firmly capture readers' hearts is a crucial issue for current university library reading promotion activities. While building a good brand is essential, an even more tightly bound large reader base is also a critical foundation for normalized reading brand development. In summary, cultural education reading brand construction requires not only unique style but also sustained longevity. The lengthy journey of reading promotion requires persistent and unremitting dedication and continuous innovative service spirit from librarian promoters.

4. Conclusion

Reading can shape individual character and influence national development. Convergence media technology and network platforms increasingly demonstrate vibrant vitality, and the development of libraries from digitalization to intelligence and from intelligence to wisdom empowered by convergence media is no longer merely theoretical advocacy. Nationwide reading has escalated from a civil activity to a national development strategy. Convergence media-empowered reading promotion reduces readers' transportation costs for accessing reading resources, creates spatial compression effects in information and knowledge transmission through audio-visual means, weakens geographical barriers to information exchange, and enhances the accessibility and transferability of information and knowledge. Audio-visual reading promotion work in Inner Mongolia university libraries has just begun, and the "Meeting Librarians by Taoli Lake" reading promotion cultural education brand has successfully taken an important step in the convergence media environment, aspiring to become a pacesetter for audio-visual brand reading promotion in Inner Mongolia university libraries. It will effectively advance scientific research, talent cultivation, social services, cultural inheritance, and inter-library alliances, actively pursuing innovation and excellence through continuous exploration. In the "hot" promotion of short audio-visual content, with the fundamental task of fostering virtue through education and the goal of contributing to Double First-Class university construction, it provides theoretical and practical experience for reading promotion in Inner Mongolia university libraries and even nationwide, laying a solid foundation for future learning center construction and anticipating the creation of a new chapter in convergence media cultural education reading promotion for university libraries.

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

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