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## Strengthening Storytelling to Create High-Quality Short Videos for Significantly Enhanced Reading Promotion Effectiveness

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### Abstract

Short videos represent a crucial approach for libraries to conduct reading promotion activities in the self-media era. This paper evaluates the effectiveness of strengthening storytelling capabilities to create high-quality short video reading promotion content through an analysis of cases from Lanzhou University Library, examining metrics including video play counts, likes, forwarding and sharing volumes, and award achievements. It proposes strategies for university libraries to enhance short video reading promotion effectiveness: establishing converged media teams; strengthening storytelling capabilities to produce premium short video content; and implementing precise positioning with continuous output.

### Full Text

## Strengthening Storytelling Power to Create High-Quality Short Videos and Significantly Enhance Reading Promotion Effectiveness

**Zhang Xiaowen, Song Yixian**

Lanzhou University Library

**Abstract:** Short videos represent a crucial medium for libraries to conduct reading promotion activities in the era of self-media. This paper analyzes cases of reading promotion videos from Lanzhou University Library and evaluates the effectiveness of strengthening storytelling power to create high-quality short video reading promotions through metrics including playback volume, likes, shares, and awards received. The study proposes strategies for university libraries to enhance short video reading promotion effectiveness: establishing integrated

media teams; strengthening storytelling to create premium short video content; and maintaining precise positioning with continuous output.

**Keywords:** short videos, reading promotion, storytelling

Library reading promotion work originated from book recommendation and reading guidance services [1]. Based on a literature review of reading promotion activity methods in the CNKI database, common university library reading promotion approaches can be categorized into four main types:

### 1.1 Book Exhibitions

Book exhibitions are a conventional reading promotion format. Libraries utilize WeChat official accounts, brochures, posters, and other promotional methods to display various books at designated locations, including new book exhibitions, thematic book displays, classic works showcases, and academic research collections. Thematic exhibitions—such as red literature displays or popular science book fairs—encourage readers to borrow displayed materials in an engaging and interactive manner, guiding them to explore library resources.

### 1.2 Reading Sharing Sessions

Reading sharing sessions aim to stimulate readers' interest in reading and help them develop deeper understandings of books. Libraries typically invite authors, scholars from within and outside the university, and professional librarians to share personal experiences, insights, and stories related to specific books or themes. This approach helps deepen readers' comprehension, establishes connections between readers and presenters, promotes literary exchange, and simultaneously increases reading interest.

### 1.3 Reading Competitions

Reading check-in activities typically encourage students to set reading goals and then record their progress by logging books and page numbers. After completing reading tasks for either physical or electronic books, participants can use specialized applications to check in or track their reading progress. Similar formats include book review competitions and reading marathons. These methods can motivate readers' enthusiasm, while reward mechanisms for completing tasks can further increase reading motivation and cultivate lifelong reading habits.

### 1.4 New Media Interactive Approaches

University libraries' use of new media to interact with readers has become an important reading promotion method. In recent years, an increasing number of university libraries have launched various reading promotion activities through social media platforms such as WeChat, Weibo, Douyin (TikTok), and Bilibili, incorporating online book exhibitions, reading sharing sessions, and reading

check-in competitions. In the digital age, media and information delivery methods have undergone revolutionary changes, with the rise of short video platforms fundamentally altering how people access information.

Examining practical cases of reading promotion through short videos reveals that libraries' adoption of platforms like Douyin, Kuaishou, and Bilibili remains in its early stages. Taking Douyin—a popular short video platform among young people—as an example, a one-box search using “university library” as the keyword yields only 63 verified university library accounts (data as of May 7, 2024). Content posted by university library accounts primarily includes guest reading sharing, teachers and students reading together, library promotional videos, book recommendations, and reading event announcements. Despite diverse content on platforms like Douyin, video views, likes, shares, and user interaction volumes have not met reading promotion expectations. This indicates that short videos in library reading promotion still face intense competition, requiring greater innovation, differentiation, user interaction, and deeper understanding of user needs. For university libraries, exploring the impact of short videos on reading promotion activities in the digital age can help cultivate users' reading interest, better satisfy reader needs, and scientifically and sustainably promote reading and knowledge dissemination among faculty and students.

## 2 Research Status and Practical Exploration

Short videos refer to a content dissemination medium in the internet industry, with video length measured in seconds and generally within five minutes. They primarily rely on mobile smart terminals for rapid shooting and beautification editing, and represent a new video format that can be shared in real-time on social media platforms with seamless integration [2]. The earliest origins of short videos can be traced to the United States [3]. In 2011, founders Brett O'Brien and Chris Ovitz created Viddy, a short video platform allowing users to easily record, edit, and share videos. Its short video concept, user experience, and social sharing model provided experience and inspiration for the later development and application of the short video industry. Domestic short video software can be traced back to Weibo (formerly Sina Weibo), launched in August 2009. Weibo is a social media platform based on user relationships, accessed by users through various mobile terminals including PCs and smartphones, enabling instant sharing, dissemination, and interaction of information in multimedia forms such as text, images, and video. In 2013, with the popularization of smartphones, short videos gradually entered people's lives. Miaopai, hailed by netizens as “the first star product of the short video matrix,” emerged. Miaopai's uniqueness lies in allowing users to share 15-second videos anytime and anywhere on the platform for interaction, with capabilities for video editing, background music addition, and clipping. Miaopai's birth attracted large numbers of internet users' attention and affection, opening up a completely new social method. In 2016, various short video software emerged, mainly divided into two types: tool-based applications that utilize quick video production

tools for rapid sharing and publishing, such as Xiaoying, FaceU, Xiaokaxiu, and Meipai; and comprehensive social applications combining social interaction with PGC (Professionally Generated Content) and UGC (User Generated Content) models, where users can be both content viewers and creators, such as Douyin, Xiaohongshu, and Kuaishou. This period became the peak development period for the short video field.

The 53rd “Statistical Report on China’s Internet Development” released by the China Internet Network Information Center (CNNIC) shows that as of December 2023, China’s online video user base reached 1.067 billion people, accounting for 97.7% of all internet users. Among them, short video users numbered 1.053 billion, representing 96.4% of all internet users [4]. These data reflect that short videos have become the primary channel for information dissemination.

With the explosive development of short videos, an increasing number of libraries have begun integrating them into reading promotion work. In the three major Chinese databases—Wanfang, VIP, and CNKI—using the search strategy: TI=‘reading promotion’ AND KY=‘short video’, the earliest relevant research on libraries applying short videos to reading promotion activities can be traced back to 2019. Zhou Wei [5], against the backdrop of China’s annually increasing digital reading rate, analyzed four popular short video reading promotion models and proposed suggestions to expand library reading promotion influence. Yang Dasen [6] applied SPSS multiple linear regression for empirical analysis of influencing factor models, based on research of reading promotion-related videos posted by 30 socialized Douyin accounts, and proposed optimization strategies for library reading promotion short videos, including emphasizing content readability, concise titles, optimized covers, and controlled video duration. Xu Tongyang [7] conducted qualitative and quantitative analysis of comment information on Douyin short videos from perspectives of correlation and importance, proposing improvements from aspects such as short video social subjects’ reading promotion environment, opportunities for user interaction, attention to user feedback, and emotional reading experience, to effectively enhance reading promotion effectiveness. Sui Hongyan [8] explored planning and production methods for reading guide short videos to guide college students’ deep reading in response to their fragmented reading habits, aiming to improve the reading promotion efficacy of guide short videos.

Analysis of the above literature reveals that domestic libraries primarily research short videos in reading promotion from four aspects: current situation investigation, path analysis, influencing factors, and effectiveness evaluation. However, few scholars have examined enhancing library reading promotion effectiveness from the perspective of strengthening storytelling power to create high-quality short video content. Accordingly, this paper proposes a method of strengthening storytelling power to create high-quality short videos to enhance reading promotion effectiveness, thereby promoting knowledge dissemination, broadening cultural horizons, and cultivating lifelong learning and reading habits.

### 3 Case Study of Lanzhou University Library’s Reading Promotion Practices

In this content-is-king era, rapidly creating and presenting memorable stories is the key to gaining attention and traffic. Consequently, a powerful story can trigger emotions and influence our decision-making, as we typically rely more on intuition than pure reasoning. The renowned writer Anthony Hope once stated: “Story is the language of all living things.” This emphasizes the universality and powerful appeal of stories. In short videos, storytelling power plays a crucial role—it acts as a magnetic force that attracts viewers’ attention and draws them into instantaneous emotional and informational exchange. A compelling story can capture viewers’ attention, convey information, evoke emotions, and create resonance within an extremely short timeframe. Storytelling power is the heart of short videos because it enables viewers to quickly engage, making them feel excited, moved, or contemplative. Whether for entertainment, education, propaganda, or social impact, storytelling power is the core of short video creation, as it leaves a deep impression on viewers within a brief time and immerses them in an unforgettable narrative.

#### 3.1 Lanzhou University’s “Yue Du” Music Video *Heart Tied to Books*—Evoking Emotions

In the process of promoting nationwide reading and building a scholarly society, diversified reading content and formats have played vital roles in library reading promotion work. Lanzhou University’s “Yue Du” music video *Heart Tied to Books* initiates new momentum for reading in the new era through a “music + situational reading” format. The video showcases reading moments of eight individuals from different professions and identities, including bank employees, police officers, pilots, doctors, university professors, bus drivers, chefs, and college students. These individuals are outstanding performers in their respective positions who share one common hobby—reading. They approach their work with seriousness and rigor, yet still insist on reading during busy work intervals to continuously enrich themselves and draw strength from books, just as the theme song expresses: “Using books to break through new walls, the opposite shore of books remains undefended.” *Heart Tied to Books* aims to tell readers that whether they are reading role models on screen or outstanding representatives in real life, they are not far from us and may even be right beside us. Reading is not a luxury but something anyone can do at any time. This music video conveys a reading philosophy to the public from different scenarios: making reading simple, relaxed, dynamic, and universal. Reading does not require everything to be perfectly ready; it can happen anytime. Fragmented reading at least provides a simple channel for obtaining information (knowledge), and reading is always better than not reading. This reading format can awaken reading awareness, stimulate reading interest, and promote reading action.

### **3.2 *Mojito* Patient Version MV—Xin Yue Du, Ai Yue Du, Empowering the Anti-Epidemic Journey Through Resonance**

During the critical phase of epidemic prevention and control, Lanzhou University Library created a “music + short video” format to alleviate tension and anxiety among faculty and students, support frontline workers, and foster a diversified positive energy atmosphere using music and stories to aid the anti-epidemic effort. Thus, a “heart-touching” MV was born. The video depicts a patient (played by a Lanzhou University Library staff member) and a doctor (from Lanzhou University Stomatological Hospital) watching over each other, facing the disease together, and ultimately defeating it. The doctor guards the patient’s bedside, providing strength through professionalism and smiles, while the patient summons courage to fight the disease, eventually welcoming brightness. The video inspires belief that unity and strong willpower will eventually dispel the haze. The warm mini-story in the video resonated with viewers, and with the help of the cover song, created a strong contrast between the tension under the epidemic’s shadow and the relaxed feeling of the video content, quickly arousing viewers’ interest and triggering emotional resonance. The promotion of this video aimed to reduce faculty and students’ tension and anxiety about the epidemic, satisfying their reading needs during this special period.

### **3.3 Lanzhou University 2022 World Book Day Promotional Video *Books, Spring Breeze, and You*—Conveying Information**

On the occasion of the 27th World Book Day, Lanzhou University Library, together with the university’s Party Committee Propaganda Department, jointly prepared and filmed a World Book Day promotional video. The video takes the form of an invitation letter from Lanzhou University to readers, sent to students sitting in classrooms striving for their ideals, workers rushing through crowds struggling for their livelihoods, and book lovers from different professions. The clear storyline paired with a unique perspective touched readers’ heartstrings. The video not only displays and introduces Lanzhou University Library’s rich collection resources but also uses the library’s call from past to present to stimulate readers’ curiosity, guiding them into the library to search for treasures and navigate the ocean of knowledge. It conveys to readers that reading is the primary pathway for knowledge acquisition, expanding our knowledge fields, enabling us to understand the world, master new things, and continuously enrich our minds. Through books, articles, and various materials, we can obtain extensive information and insights that help cultivate critical thinking and deepen understanding of matters. Secondly, reading is a powerful communication tool. Through reading, we can share thoughts, experiences, and emotions with others, establish connections, promote social interaction, thereby cultivating innovative thinking and encouraging exploration of new fields. Reading not only satisfies needs at multiple levels including knowledge acquisition, communication, creativity, learning, entertainment, and cultural inheritance but also provides infinite possibilities for individual intellectual and social progress, offering in-

valuable value.

On April 23, 2023, during Lanzhou University's 28th World Book Day, Lanzhou University Library and the Party Committee Propaganda Department once again joined hands to bring readers a surprise. The video adopts the perspective of a book as its entry point. Initially, it observes college students immersed in virtual worlds of various games and entertaining videos, enjoying the stimulation and challenges games bring, or office workers whose work and life occupy most of their energy and time, forgetting to flip through their once-closest companions—those dusty and even forgotten books. Later, it feels gratified to discover that among the vast sea of people, there are still those who persist in reading and love reading, and books still have their warm home—the library. As information technology continuously develops and various new reading methods emerge, regardless of how reading methods evolve, people from all walks of life persist in reading. They embrace new technology while maintaining respect for traditional reading, understanding that no matter how book formats change, the power of reading never diminishes. In this video, using a book's monologue as narration, this unique perspective attracts viewers' attention, conveying that there is no need to feel frustrated about busy lives—fragmented time is also a precious opportunity for reading. Whether during commutes, lunch breaks, or free moments at work, time can be dedicated to reading. Persisting in reading during fragmented time not only enriches life but also extracts inner nourishment from complex information.

Comprehensive analysis of Lanzhou University Library's short video cases reveals that at the core of each heart-touching short video lies a crucial factor—storytelling power. This is the key to whether a short video can touch readers' hearts and the key to attracting, infecting, and retaining them. A vivid story enables readers to establish emotional connections and become immersed within a short time, just as stories in books take readers on wonderful journeys. Short videos can also ignite the spark of emotional resonance in readers' hearts. By telling tightly plotted stories, profound information, viewpoints, or emotions can be conveyed within limited time, creating emotional climaxes and mobilizing readers' attention. Storytelling power brings infinite possibilities to short video creation, becoming the bond between content creators and readers.

#### 4 Effectiveness Evaluation

The *China Internet Audio-Visual Development Research Report (2024)* shows that as of December 2023, China's internet audio-visual user base reached 1.074 billion people, with a netizen usage rate of 98.3%. Among these, short video applications have the highest user stickiness, with an average daily usage time of 151 minutes per person [9]. This data reveals the rapid evolution of China's digital media and internet ecosystem, as well as the leading position of short videos in this process, providing new perspectives for the development of the digital media industry.

To focus on research subjects and entities, this paper primarily evaluates the effectiveness of Lanzhou University Library's high-quality short videos strengthened by storytelling power from two aspects. First, key evaluation indicators include interaction volume, playback volume across various platforms such as Lanzhou University's WeChat official account, and the types of platforms where videos are played. Second, major evaluation factors include awards received by short videos within the industry or achievements in competitions. These data provide more specific indicators of recognition and quality.

#### 4.1 Reader Engagement

Reader engagement is critically important in short video promotion and dissemination and has profound implications for effectiveness evaluation. Reader engagement helps determine the degree of interest and participation in short video content. By counting readers' behaviors such as likes, forwards, comments, collections, shares, and playback volume, the attractiveness and effectiveness of video content can be well reflected. This paper selects WeChat official accounts (Channels), Douyin, and Tencent Video as the primary data sources for Lanzhou University Library's reading promotion short videos. Data analysis is conducted based on playback volume, likes, shares, forwards, and comments for each platform, with a cutoff date of May 7, 2024. The research sample data is shown in Table 1 (data for one video's backend statistics has not yet been obtained).

Short video playback volume, likes, comments, and share/forward counts are key indicators of popularity. High playback volume typically reflects the attractiveness of video content. When a video is liked, commented on, and shared by readers, it spreads rapidly on social media, reaching a broader audience. As shown in the data table, videos reposted by Lanzhou University's official accounts have the highest playback volume and reader interaction rates, followed by Gansu Provincial Department of Education and Lanzhou University Library WeChat official accounts. Both Lanzhou University Channels and Douyin accounts show considerable video playback and related data. This indicates that Lanzhou University's verified official accounts enjoy widespread recognition and credibility. Official accounts typically have large fan bases, and through fans' sharing and following, information can spread rapidly. The short video *Heart Tied to Books* was also released on many offline platforms, such as KTV song selection systems, buses, school cafeteria TVs, and library electronic screens for looped playback. The combination of high-quality short video content strengthened by storytelling power and readers' recognition of official accounts jointly drives widespread video dissemination, making it easier to gain more attention and interaction.

#### 4.2 Awards Received

Typically, the storytelling power of short video content is an important factor affecting awards. An emotionally rich and profound short video story that touches readers' hearts and triggers resonance often constitutes one of the award crite-

ria. Whether through innovative perspectives or strong storylines, such videos can leave deep impressions on viewers. Therefore, many award-winning short videos possess excellent storytelling power, standing out in award selections. This paper analyzes the effectiveness of short video reading promotion from three aspects: award time, issuing unit, and award category. Details are shown in Table 2 .

Analysis of Lanzhou University Library’s reading promotion short video awards shows that *Heart Tied to Books* is the most awarded video. These four awards confirm the video’s high-quality story content, and the awards’ endorsement further expands the video’s dissemination power and influence, becoming a booster for short video communication and promotion.

## 5 Strategies for Improvement

### 5.1 Establish Integrated Media Teams

Integrated media teams are professional groups that utilize diverse media formats—including text, images, audio, and video—to convey information and content. In the context of university libraries, the primary task of integrated media teams is to create multimedia content that attracts readers to improve reading promotion effectiveness. The importance of integrated media teams cannot be overlooked. First, they can present information in diversified ways to meet different readers’ needs [10]. Second, they can help libraries move beyond traditional promotion methods and use new media power to attract more readers. Most importantly, they can create interesting and attractive content through short videos and other media forms to better convey the value and joy of reading.

University libraries can establish integrated media teams combining full-time and part-time personnel. Full-time staff mainly include two categories: first, content creators who need strong writing skills to produce high-quality content related to library resources and reading promotion services, proficiently master various design software and tools to create visually appealing posters, graphic layouts, and video covers, and capable of planning and organizing various reading promotion activities. Second, video production personnel who need strong creativity and planning abilities to independently complete video shooting, editing, dubbing, and special effects according to expected goals, creating videos about library resources and services that are popular among readers. Part-time personnel mainly come from various majors within the university who love integrated media creation. They provide both disciplinary complementarity and personal understanding of contemporary college students’ thoughts and ideas, contributing suggestions for creating content that appeals to college students and participating in specific text, video, and image content creation.

## 5.2 Strengthen Storytelling Power to Create High-Quality Short Video Content

Storytelling power is the ability to tell stories using narrative thinking and thereby generate influence. In the digital age, facing vast amounts of information and media content, attracting readers and standing out among massive digital content has become extremely difficult. Embedding information to be conveyed within interesting formulas helps readers understand and remember. Compared with dry facts and data, an attractive story can make information more vivid, easier for readers to accept and remember, and more likely for readers to share with family and friends, thereby expanding video dissemination range.

Libraries can enhance short video storytelling power from four aspects: (1) **Emphasize narrativity**: Before short video production, clarify the story's theme and message to be conveyed to readers, ensuring the theme is clear and powerful. A good story has 3 major criteria and 6 key elements. The 3 criteria are: clarity—enabling readers to precisely understand what you want to express; curiosity—making readers continuously ask “what happened next”; and resonance—creating empathy rather than self-indulgence. The 6 elements are: characters—requiring relatability, identification, and recognizability; background—accounting for 15% of the story, including time, place, character relationships, and information directly related to conflict; conflict—external problems, internal problems, and philosophical issues that determine the story's conception; climax—the best moment to showcase oneself; dialogue—the finishing touch; and ending—allowing the story to sublimate [11]. (2) **Stories about people around us**: Using people from one's surroundings in short videos can better establish intimate connections with readers. In Lanzhou University's reading promotion videos, whether dedicated university teachers, hardworking security guards, or youthful students, these familiar figures better attract readers' attention and reflection, narrowing the distance between video content and readers and making it more attractive. (3) **Demonstrate reading value**: Based on the storyline, emphasize that reading is an important way to acquire knowledge. Videos can highlight the positive impact of reading by showcasing rich library literature resources or mentioning reading's beneficial effects, demonstrating that reading not only deepens subject understanding and improves academic ability but also helps cultivate readers' abilities to actively think, analyze, and evaluate textual information, promoting critical thinking development. In an era of information explosion, this enables rapid discrimination of information authenticity. Cultivating good reading habits helps establish lifelong learning attitudes, enabling readers to continuously expand knowledge fields, pursue interests, inspire creativity, and positively impact personal growth. (4) **Innovative expression forms**: Uniform visuals and expression forms easily create visual fatigue, aesthetic fatigue, and information acquisition fatigue. For example, for Lanzhou University's 2024 World Book Day, the library created a theme song using a band performance format, which was completely different from previous years both in form and

content, providing visual freshness and transforming the auditory experience from narration to singing.

### 5.3 Precise Positioning and Continuous Output

On the basis of establishing integrated media teams and strengthening storytelling power to create high-quality short video content, precise positioning and continuous output constitute the final link in short video reading promotion. Precise positioning involves three main aspects: first, clearly define target audience groups—identify who the reading promotion targets are, such as current faculty and students, all citizens, or special populations. Through preliminary research, feedback, and interaction, precise positioning helps formulate relevant content and language to meet audience groups' reading needs and interests. Second, content formulation is crucial: based on audience needs and interests, develop short video content. If the audience is college students, relevant content can be designated for this group, such as library resource utilization guides or reading promotions on specific themes. Content should have practical value, answer their questions, and provide valuable information. Finally, selecting appropriate platforms for releasing reading promotion videos is key to dissemination and promotion. Understand which social media platforms target audiences are most active on for precise reading promotion. If the library aims to promote nationwide reading, it can choose the most active short video platforms in current social media for promotion, such as Douyin, Kuaishou, and Bilibili. Different platforms have different audiences and characteristics, requiring selection of appropriate promotion channels based on circumstances.

Continuous output is the core factor in maintaining short video promotion. First, maintain consistency in released videos: ensuring consistent style, tone, and brand identity in video content can improve readers' brand recognition of the library. Consistent visual and shooting styles help build readers' trust in the library's reading promotion brand. Second, establish a clear content plan: ensuring regular short video releases on short video platforms helps maintain readers' continuous attention and interaction with relevant videos. Regularly responding to readers' interactions can increase video playback volume. The plan can include weekly or monthly themes and content. Finally, librarians can regularly evaluate short video effectiveness to understand which content is relatively popular and which parts need optimization and improvement. Use social media analysis tools to track metrics such as video views, watch duration, share counts, and comment likes, and make adjustments based on data and user feedback to continuously promote smooth reading promotion activities.

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