The Influencing Factors of the Reading Promotion Reform in University Library: A Case of Jining University

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ABSTRACT

Taking the library of Jining University as an example, this paper mainly discussed the present situation and promotion strategies of reading promotion reform in university libraries. The topic of discussion focused on the following issues: the current reading situation and business philosophy of the library of Jining University, how to improve the reading borrowing volume in the management technology level, and to find out the strategies of library reading promotion reform. In this paper, quantitative research method was used, and 400 questionnaires were collected from teachers and students at Jining University in the first half of 2023 academic year. The statistical data analysis included percentage, mean, standard deviation and multiple regression analysis. The results of the study showed that the university libraries provide -free reading services for readers, promote library services by means of marketing, promote multi-party cooperation to improve service quality, and provide diversified services for readers as much as possible.

KEYWORDS: Reading Promotion, Diversification Marketing, Advanced Technology

Introduction

Intelligent terminals have gradually penetrated into all aspects of people's study and life, and become an indispensable and irreplaceable part. With the advent of the intelligent digital age, various resource construction platforms in the library industry have developed rapidly, and various academic service search engines have also developed more and more perfectly. The personalized and humanized service mode provided by university library reading is the only way for the development of university library in the future. On the basis of previous research on reading promotion and intelligent library, this study studies the influencing factors, reform needs and implementation measures of reading promotion in university libraries. Through in-depth exploration, it analyzes the current situation of reading promotion in libraries, clarifies the reform direction of reading promotion in line with the orientation of libraries, combines reading promotion closely with the construction of intelligent libraries, expands active, accurate and information-based reading promotion services under the background

of intelligent libraries, establishes a data-driven reading promotion system of university libraries to meet readers' needs, and further develops the intelligent service level of university libraries and readers' satisfactory reading experience.

Purposes

As an important part of the national library undertaking, university libraries will play an important role in the nationwide reading promotion activities, which is of great significance to the reading promotion reform of university libraries. The purposes of the study aimed at analyzing the present situation and problems of reading promotion at the library of Jining University and to put forward a new theory of reading promotion reform in university library to make up for the deficiency of reading promotion research in the library of Jining University at present.

Research Objectives

1. To study the demand of reading promotion reform in university library.

2. To study the reform measures of reading promotion in university library.

Literature Review

Reading promotion theory was first put forward by Britain. In September 1998, Britain put forward the slogan of "building a nation of readers" to promote reading, and 1998-1999 was set as "National Reading Year". Reading promotion refers to strengthening the cooperation between libraries and educational institutions, governments, bookstores, etc., promoting reading through different modes, and creating an atmosphere of reading for all. Madeleine Bayard, an American scholar, proposed to vigorously develop cultural infrastructure and carry out reading for all through network cooperation with state government agencies, libraries, cultural institutions, publishing houses, etc.

Regarding the diversity of reading promotion forms, Duan Mei（2011）and others said that a good reading atmosphere should be created by vigorously developing college students' readers' associations, carrying out love book drifting activities, creating "oxygen bar for the soul" and establishing reading festivals. Keren Dali（2020）said that the reading promotion forms of university libraries in North America mainly include inviting individual readers to participate in cooperation, group activities and developing collections and resources to support non-academic reading. According to Smith Rochelle（2008）, university libraries promote readers' reading by showing, guiding, designing programs, cooperating with other libraries, expanding styles, developing readers' consulting skills and so on. Ellen Kleijnen and others found that family reading atmosphere has an important influence on reading attitude and reading behavior, emphasizing the importance of parents as partners of school libraries in promoting reading;

After Aittola M（2003）, a Finnish library scholar, first put forward the concept of "smart library", many scholars began to study it. Sumeer Gul and Shohar Bano linked smart library with smart service, and Bundy Alan proposed that the smart service of library is gradually formed based on the current traditional library service, through the integration of new technologies and the expansion of new ideas. Gaohui Cao and others gave three dimensions of the concept

of smart library: technology, service and people, and put forward three strategic principles. Some scholars have studied the intelligent service mode and discussed the construction of the intelligent library service mode. Giyeong Kim, a scholar, put forward two intelligent service modes of libraries, while Zhang FY, a scholar, thinks that the intelligent service mode of libraries needs to provide accessible, accurate and convenient services for all users.

As for the related technologies of intelligent service, Cheng and others put forward RFID technology to build an intelligent search service system to realize the identification, positioning and tracking of related books in the library, which laid a foundation for the universal application of RFID technology in the library. Chang CC and others studied data mining technology, studied the characteristics of different reader groups by mining users' reading records, and encouraged to predict readers' needs through data mining, thus realizing intelligent search and recommendation.

Hypotheses of the study

In the existing literature related to this study, the following hypotheses are put forward:

1. The willingness to use library resources has a significant positive impact on the reform of reading promotion in university libraries.

2. The characteristic factors of library facilities have a positive influence on the influencing factors of reading promotion reform in university libraries.

3. Librarians' work enthusiasm has a positive impact on the reform of reading promotion in university libraries.

Conceptual Framework

Independent variable   Dependent variable
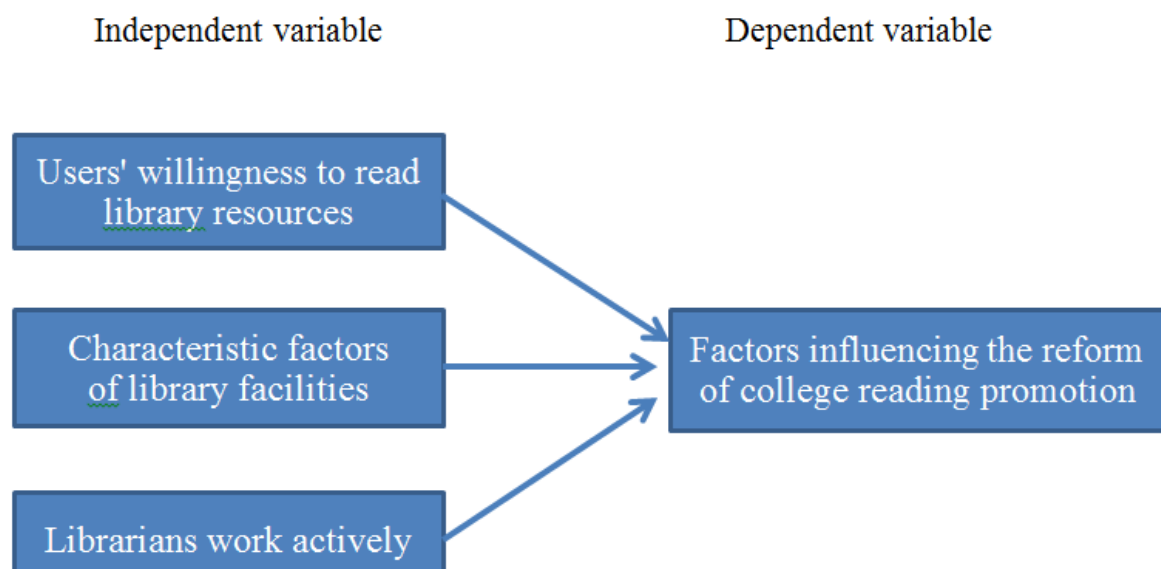
Research Methodology
Sample

Subjects: This study adopts the method of questionnaire survey, selects teachers and students of Jining University as the research objects, randomly selects 400 teachers and students of Jining University as a sample, and takes gender, major and education level as control variables for research.

Research method and design

The questionnaire of this study consists of five parts: the first part to the fifth part are the demographic characteristics of readers, the test of readers' participation in reading promotion activities, the factor analysis test of library facilities characteristics, the analysis of librarians' satisfaction with their work enthusiasm and the analysis of readers' factors on reading promotion reform. The first part counts the basic situation of readers' information, and the last four parts of the scale items require participants to answer according to the Likert scale. According to the description of the items, the scores range from 1 "very disagree" to 5 "very agree".

Analysis of research results

Through reliability analysis and validity analysis, the validity and reliability of this research sample are ensured. Through the variable reliability analysis of the questionnaire and the expert evaluation validity analysis of the questionnaire, to test the practicability of the selected topic.

Reliability Analysis is showed in table 1.

From Table I, we can find that the variable reliability coefficient is greater than 0.9, which shows that the internal consistency of the questionnaire is very high and almost completely acceptable, and that the reliability of the research data is of high quality.

In this study, the author consulted a large number of references. After the questionnaire survey was designed, relevant experts judged it to improve the validity of the prediction questionnaire. The evaluation results are shown in table 2

As can be seen from Table 2, the overall validity of the questionnaire in this study is very high.

Table 1 Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Usefulness	.935 _	6
ease	.919	6
ability	.947	6

Table 2 Expert validity test evaluation form

Expert number	Evaluation of the Overall Validity Design of the Questionnaire				
	very suitable	suitable	basically suitable	inappropriate	very inappropriate
1	✓				
2	✓				
3		✓			
4	✓				

Basic Information Analysis of Samples

In Jining University, readers were invited to distribute questionnaires to them, and 403 questionnaires were collected, of which 400 were valid, with a total effective recovery rate of 99.2%.

For the statistical analysis of the questionnaire, the basic information of 400 valid samples is analyzed by using spss 25.0 software. The specific results are shown in Table 3, Table 4 and Table 5.

It can be seen from Table 3 that the sample selection is based on the gender ratio of male and female readers in the investigated universities, and the ratio of sample to total is close to 1:50, which is in line with reality and the data is reasonable.

From Table 4 it can be seen that the subjects of this survey cover four educational

levels: junior college, undergraduate, master's degree and doctoral degree. Because most of the students in Jining University have junior college and undergraduate degree, and the respondents for master's degree and doctoral degree are teachers with fewer personnel, the proportion of survey results is reasonable, which conforms to the actual proportion of the whole readers of the school and ensures the accuracy of data.

It can be seen from Table 5 that the survey objects cover teachers and students of different majors, which not only ensures the integrity and authenticity of the samples, but also is more conducive to reflecting the different reading directions of different majors.

The collected samples basically conform to the overall student distribution structure of Jining University and have good representativeness

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Table 3 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	46.5	46.5	46.5
	Female	214	53.5	53.5	100.0
	Total	400	100.0	100.0	

Table 4 Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior college	86	21.5	21.5	21.5
	Bachelor Degree	292	73	73	94.5
	Master Degree	10	2.5	2.5	97
	Doctoral Degree	2	0.5	0.5	100.0
	Total	400	100.0	100.0	

Table 5 Professional background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Normal class	171	42.7	42.7	42.7
	Non-normal class	229	57.3	57.3	100.0
	Liberal arts	147	36.7	36.7	36.7
	Science and engineering	168	42	42	78.7
	Sports art	85	21.3	21.3	100.0

Analysis of Results

From Table 6 and Table 7, we can see that the characteristics of library facilities, readers' willingness to use library resources and librarians' enthusiasm for work are independent variables, and the influencing factors of reading promotion reform in university libraries are dependent variables for linear regression analysis.

The R-square value of the model is 0.877, which shows that the characteristics of library facilities, readers' willingness to use library resources and librarians' enthusiasm can explain 87.7% of the changes in the influencing factors of reading promotion reform in university libraries.

It can be seen from Table 8 that when the model is tested by F, it is found that the model has passed the F test (F=944.097, P=0.000 < 0.05), which shows that the model construction is meaningful.

Table 6   Variables Entered/Removed a

Model	Variables Entered	Variables Removed	Method
1	Sum administrator, Sum feel Sum facility[b]	.	Enter
a. Dependent Variable: Sumreform			
b. All requested variables entered.			

Table 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.877	.876	.30488

a. Predictors: (Constant), Sum administrator , Sum feel, Sum facility

Table 8 ANOVA a

model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	163.270	3	87.757	944.097	.000[b]
	Residual	36.902	397	.093		
	Total	300.172	400			

a. Dependent Variable: Sum reform
b. Predictors: (Constant), Sum administrator , Sum feel, Sum facility

Table 9 Coefficients [a]

model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.064	.051		1.251	.212
	Sum feel	-.021	.072	-.005	-.295	.000
	Sum facility	.660	.028	.672	23.370	.000
	Sum administrator	.292	.027	.311	10.971	.000

This paper takes readers' willingness to use library resources, the characteristic factors of library facilities and librarians' enthusiasm as independent variables, and takes the influencing factors of reading promotion reform in university libraries as dependent variables to make linear regression analysis. It can be seen from the above table that the model formula is: the influencing factors of library reading promotion reform = 0.064 +0.021 * the willingness to use library resources +0.660 * the characteristic factors of library facilities +0.292 * the enthusiasm of librarians. The R-square value of the model is 0.877, which shows that the willingness to use library resources, the characteristic factors of library facilities and the enthusiasm of librarians can explain 87.7% of the changes in the factors of library reading promotion reform.

The model has passed the F test (F=944. 097, P=0. 000 < 0.05), which shows that at least one of the library resources use intention, library facilities characteristic factors and librarians' work enthusiasm will affect the level of library reading promotion reform factors. There is an influence relationship, which shows that there is no autocorrelation in the model, and there is no correlation between sample data, so the model is better. Finally, the concrete analysis shows that:

The regression coefficient of the willingness to use library resources is-0. 021 (t=-0. 295, p=0. 000 < 0.01), which shows that the willingness to use library resources has a significant positive impact on the reform of reading promotion in university libraries.

The regression coefficient of the characteristic factors of library facilities is 0. 660 (t=23. 370, p=0. 000 < 0.01), which shows that the characteristic factors of library facilities have a positive impact on the influencing factors of reading promotion reform in university libraries.

The regression coefficient of librarians' work enthusiasm is 0. 292 (t= 10. 971, p=0. 000 < 0.01), which shows that

librarians' work enthusiasm has a positive influence on the reform of reading promotion in university libraries.

Comprehensive analysis shows that the willingness to use library resources, the characteristics of library facilities and the enthusiasm of librarians will have a positive impact on the influencing factors of reading promotion reform in university libraries.

Discussion, Conclusion and Recommendations
Research conclusion

This study takes the readers of a university library in Jining City as the research object, investigates by means of questionnaire survey, and combines the actual situation of the university, analyzes the factors affecting the reform of university library, and finds a feasible way for the reform of reading promotion in university library.

It can be seen from the above figure that the characteristics of library facilities, the willingness to use library resources and the enthusiasm of librarians have positive influences on the influencing factors of reading promotion reform in university libraries. That is to say, the more characteristic factors of library facilities, the stronger the willingness to use library resources, the higher the enthusiasm of librarians, and the more favorable the influencing factors of reading promotion reform in university libraries.

Concrete measures

Focusing on the influencing factors of reading promotion reform in university libraries, this paper puts forward some concrete implementation measures of the reform.

1. Using marketing means to promote library services

The willingness to use library resources has a positive impact on the influencing factors of reading promotion reform in university libraries. In terms of library resources, we should be closer to readers' preferences. In terms of services, we should innovate the promotion of digital resources, break through the barriers of reading distance, upgrade artificial intelligence consulting services, and achieve accurate reading promotion services. With the help of some new media, the library can increase the reading volume of the library, which is conducive to the development of the brand building of the library. The library can fully show its high-quality service to the outside world, make use of the propaganda and promotion of new media, build the brand of library's characteristic activities, and publicize the cultural concept of the library, so as to broaden the reading promotion mode of the library and enhance the reading position of the library among readers.

2. Provide readers with barrier-free reading services

The characteristics of library facilities have a positive impact on the influencing factors of reading promotion reform in university libraries. Therefore, in the aspect of library facilities resources, from the reform and construction of literature resources, space resources and equipment resources, it provides comprehensive resource guarantee for the reform; Readers use mobile phones, tablets, networks and other resources to obtain the corresponding information resources of the library at any time. Mobile phones, tablets and other electronic devices are convenient to carry and can provide barrier-free reading services for readers anytime and anywhere. By setting up a barrier-free reading environment for readers, libraries can meet readers' needs for information and facilitate barrier-free communication between readers and librarians. Therefore, in order to meet the needs of readers to obtain information

resources from the library at any time, university libraries can make full use of the new media platform to carry out some corresponding reading services.

3. Improve the team cooperation level of librarians

It is found that librarians' work enthusiasm has a positive effect on the influencing factors of reading promotion reform in university libraries. Therefore, librarians should take readers as the center to carry out management reform, select promotion methods and time, and improve data management mechanism in order to achieve efficient reading promotion management. First of all, to strengthen the construction of learning organization, the team should read the common vision of promotion reform under the background of smart library, carry out regular group learning according to the common vision, form a good learning culture, and work together for the reading promotion reform of library; Secondly, it is necessary to form scientific management norms, clarify positive and negative incentive methods, improve librarians' work initiative, and enhance librarians' motivation to polish their personal abilities and realize self-transcendence; Finally, we should promote the team's progress by means of calibration, compare with other excellent reading promotion teams in university libraries, learn their advanced practices, and make up for the shortcomings of the team in some aspects.

4. Promote multi-party cooperation to improve service quality

At the same time, in terms of external support, teachers are invited to actively participate in reading promotion by recommending professional literature and leading students to read together. Libraries can complement each other's advantages by cooperating with departments and teachers, and by recommending teachers and disciplines, so as to enhance readers' reading experience. First of all, the library and departments should unite to build a standardized subject service team and create a systematic reading knowledge platform and information space. Secondly, realize the sharing of "talent" resources. Collecting good promoters or reading "creativity" from readers can not only promote library reading promotion, but also arouse readers' enthusiasm. Finally, we can cooperate with database providers, information technology companies, network operators, etc. to carry out reading services and obtain technical support to make up for our own strength.

5. Library should provide diversified services for readers

In the aspect of team building, by popularizing the concept of intelligent service, we can improve librarians' intelligent service ability and team cooperation level, and build a professional team proficient in intelligent library. Reading interactive services can be carried out by using various online media platforms, virtual communities and other platforms. Through various service platforms of the library, using the interactivity of reading, using readers' reading sharing meetings and other ways, readers' tacit knowledge is deeply excavated, and a place is provided for readers to share their experiences with other readers. It can upgrade artificial intelligence consulting service, combine the progress of artificial intelligence with the availability of online resources, apply artificial intelligence to consulting service, liberate librarians from simple problems, and organize and interact quickly with the support of powerful computing power to solve complex problems that cannot be answered manually.

Conclusion

Under the current background of reading for all, the development environment

and situation of libraries are becoming more and more complex. Libraries should combine their own development, make full use of the existing information resources, high- tech services, professional services and other advantages, try to make up for the lack of talents, funds, technology and other aspects, and seize the opportunity of reading for all to promote the development of libraries in the current social environment, such as some electronic resource companies and network periodical institutions to help the reading service of libraries, so as to actively develop the reading promotion reform of libraries.

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