Research on the Evaluation of University Library's Reading Promotion Mode Based on Computer New Media

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Abstract. With the rapid development of new media technology, the reading promotion model has also changed. The libraries in university no longer use the traditional promotion model, they pay more attention to the promotion content of reading. The needs of users should be the center in current reading models. To provide more precise services to achieve the results. On this basis, this paper mainly discusses that the reading promotion model in the new media environment is carried out from the perspective of evaluation.

1. Introduction

In this time, the whole society is in an environment of "Reading for All", and "Reading for All" is popular all over the world. Both domestic and foreign policies are working hard to create an environment of "Reading for All. Reading is our way to get information and knowledge, it is our way to self-improvement. In reading, we can not only arm ourselves with the knowledge we have learned, but also enrich ourselves with the spirit that the author promotes, so that it can enhance our literary and character accomplishments. As the name implies, reading promotion is the general term for libraries or other organizations to cultivate readers' reading habits, it can increase readers' interest and improve the reading level of readers. Facing the rapid increase in the amount of information and the requirements of the timeliness of information, college libraries must continuously enhance the ability of information collection and storage, and quickly transmit announcements and other information. Facing higher requirements, academic libraries are aware of the importance of new media, but reading promotion is emerging with the rapid development of science and technology, and it is difficult to make accurate choices due to the lack of scientific evaluation[1].

2. The meaning of reading promotion

2.1 The necessity of reading promotion

Reading is a way to increase knowledge, broaden your horizons, and improve self-cultivation. Through reading, a good social atmosphere is formed in the society, which is helpful for the steady advancement of society, and at the same time strengthens the cohesion and self-confidence of the nation. Therefore, the promotion of reading promotes social development to a certain extent and guarantees economic growth and people's living standards[2]. An inexhaustible source of power for ascent. However, with the continuous improvement of the economic level, the emphasis on reading has not been increased in time. The people's growing material needs cannot be combined with cultural needs, resulting in the separation of material and culture. In this process, reading Proactively promote. For example, according
to statistics, the average annual reading volume of books per capita in our country is 4.77, while the number of Jews is 64. This reflects to a certain degree that Chinese people do not pay enough attention to reading, and the quality of the country needs to be further improved.

2.2 Culture promotes national development
Reading is an external manifestation of cultural development. For the survival and development of a nation, it requires a strong cultural heritage and rich cultural resources. Under the impetus of this kind of driving force, nations and countries can compete in the era. In an invincible position in China, culture is also a concentrated expression of the country’s own charm, which reflects the spiritual outlook and ideological connotation of the entire country. During the War of Resistance Against Japan, the revolutionary fighters drove away the invaders and maintained the unity and integrity of the country by promoting the tenacious spirit of not being afraid of sacrifice and enduring hardship. It was precisely because the cultural heritage and ideological connotation of the Chinese nation inspired the pioneers of the revolution that they changed Now that peace and development have come, for a nation, culture is an important force for the survival and development of a nation[3]. The promotion of reading can help a country remember its honor and disgrace, and stick to the path of sustainable and stable development in the future development process, which has strategic significance and far-reaching impact on the country’s long-term stability.

2.3 Related to future development and progress
In colleges and universities, the main body of reading is students. For students, they need to improve their abilities through reading and cultivate good study and living habits. During the reading process, students increase their knowledge, open their horizons and establish them through books. It has developed a view and cognition of the world, and provided more possibilities and space for the future development of students' reading. Students are also the hope and future of the country, so the cultivation of students' reading habits is related to the future development and progress of the motherland. Some schools have formulated the compulsory reading list for students during the semester[4]. During the entire learning process, students need to complete the reading list according to the requirements of the school, and take the form of scoring to test the reading situation of students. This reading method helps students in --To a certain extent, increase the amount of reading and open up the reading space. This way of reading is to better promote reading and cultivate good reading habits in student days.

3. Read the evaluation principles of promotion mode

3.1 The first principle of content quality
In the evaluation of the reading promotion mode of university libraries from the media perspective, content evaluation is generally ignored due to the characteristics of the form. The purpose of the reading promotion model of university libraries is to make it easier for readers to obtain information, while the form serves the content, and the enrichment of the content enables readers to obtain more effective information. Therefore, the reading promotion model evaluation system should focus more on content evaluation, pay attention to the quality of the content, and put the content first[5].

3.2 The principle of comprehensiveness
Due to the large number of reading promotion models of college libraries under the perspective of new media, the content, forms and services of the promotion models are also various. To accurately and truthfully reflect the reading promotion model of university libraries, we must pay attention to the comprehensiveness of the indicators. Only when the indicators are comprehensive can we truthfully reflect the complex information. Moreover, the various indicators should form a unified whole, interconnect and interact with each other[6].
3.3 Combination of dynamic indicators and static indicators
New media is the product of the development of the Internet era. With the continuous development of the Internet, the reading promotion model of university libraries is increasingly updated, showing the characteristics of dynamic changes. With the continuous development of technology, indicators should have the characteristics of combining dynamics and statics, reflecting the changes in the reading promotion mode of university libraries from two aspects.

3.4 Applicability principle
The principle of practicability requires that the evaluation system is easier to understand both in terms of content and operation, enabling people to operate on the basis of understanding, and applying relevant methods to evaluate on the basis of technology, making the evaluation system more scientific.

3.5 User experience as the center principle
The evaluation of reading promotion mode is the basic work of university libraries to better serve the readers. The evaluation of reading promotion is for readers and users to have a better reading experience and better meet the needs of users. User experience evaluation is the reading promotion mode the value of. Therefore, the reading promotion evaluation system should stick to the user-centered approach, pay attention to readers’ suggestions, learn from the reader’s suggestions, and make rectifications[7].

4. Reading promotion from the perspective of new media

4.1 Mobile library promotion
The mobile library is a service method for accessing library resources through mobile terminal devices such as smart phones, kindle, ipad, mp3/4, and psp, for reading and business inquiries. The mobile library can enable users to read without leaving home, and can read anytime and anywhere, which brings greater convenience to users.

4.2 Social media reading promotion model
Blogs, microblogs, social networks, etc. are all typical social media. With the development of network information technology, libraries looted in the past month have begun to use social media for promotion, and more and more colleges and universities have established social media Library club. The application of social media provides users with a convenient way to read, provides a way to quickly disseminate information, and improves user participation.

4.3 E-reader borrowing mode
Electronic borrowers are e-readers that provide registered users with short-term borrowing of e-books in accordance with the license agreement signed with e-book suppliers. Compared with the traditional reading promotion mode, the electronic borrower has the characteristics of protecting eyesight, low power consumption, easy to carry, large storage capacity, easy to download, and personalization. The e-reader borrowing mode provides users with a convenient and quick way to borrow. The limit on the number of borrowed books in the library is a thing of the past[8], and users can read the books they are interested in as they like. Readers can download the books they are interested in in batches, store them in the reader, and read them anytime, anywhere. The convenient and quick reading method greatly saves users' borrowing time and greatly improves readers' interest in reading.

4.4 Cloud service digital reading promotion model
In recent years, digital reading methods have gradually been accepted, as shown in Figure 1. University libraries can perform statistical analysis on the books read by users, pass the data to the reader interaction platform through cloud services, recommend books that may be of interest to readers and readers with the same interest, so that readers can find like-minded partners through platform recommendations.
Communication and sharing have greatly increased readers' interest in reading, making reading not only a casual way, but also a way of communication[9].

Figure 1. Contact rate of digital reading

5. New media application strategy for library reading promotion activities

5.1 Clarify user behavior and rationally allocate new media resources
According to the survey results, it is not difficult to find that the student groups are very fond of the two media, Weibo and WeChat. The homepages of the two media have a high degree of attention and user activity is also high. This requires library staff to devote more human and financial resources. Invest in the construction of these two media platforms, timely update the content of reading promotion activities, actively promote user communication and interaction, and continuously improve services to attract more users' attention. As shown in Figure 2, it is the main way of reading in recent years.

Figure 2. The main way of reading

5.2 Enriching the content of new media services
In view of the current reading promotion activities, libraries should make full use of the rich and colorful forms of media platforms to increase the use of video, audio and other topics. Libraries should make accurate positioning of themselves and users, perform big data analysis on new media platform users' browsing records, classify users' points of interest, and further enrich the content of information services according to categories.
5.3 Pay attention to user needs and strengthen communication with users
Libraries must update their service concepts, focus on readers and users, attach importance to user needs, constantly update concepts, and provide targeted and professional services based on the characteristics, preferences and habits of Weibo and WeChat user groups. Only in this way can it be better Promote reading promotion[10].

6. Conclusion
In the promotion process of university libraries, great efforts have been made on the scale of the library, the content of the books, the promotion form and resources, but the results are not good. Therefore, we need an evaluation system to evaluate reading ability. University libraries spend a lot of manpower and material resources on reading promotion, and obtained results, whether the reader's reading ability is improved and the reading habits are improved, all require certain evaluation standards, so a scientific and effective evaluation system is particularly important. It is very important for reading promotion. With a scientific evaluation system, resources can be effectively allocated and resources can be used rationally. Establish a scientific and effective evaluation system, rectify and modify library services based on user evaluations, discover and rectify problems, so that the library can provide users with more satisfactory services during continuous rectification and improvement, and it can improve the service level of the library. The promotion of reading in colleges and universities under the new media has achieved more effective results.

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