

A Survey of College Students' Reading Situation Based on Reader Behavior Data—Taking the Library of Inner Mongolia University for Nationalities as an Example

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Abstract: In the context of big data, readers generate a lot of behavioral trajectory data when using the library. With the support of network and information technology, the library has accumulated a large amount of data. Based on the reader service data of Inner Mongolia University for Nationalities Library, this study carries out statistical analysis on the venue behavior and online behavior of college students, investigates and studies the reading status of college students, and puts forward countermeasures to improve the reading status of students and do a good job in library reader service.

1. Introduction

Reading is the process of obtaining information from visual materials. Reading is an important way for people to absorb spiritual nutrition and inherit national culture. In recent years, the Party and the state have attached great importance to reading for all. The government work report in 2014 proposed "advocating reading for the whole people" for the first time, the government work report in 2015 proposed "providing more excellent literary and artistic works, advocating reading for the whole people, building a learning society, and improving the quality of the people", the government work report in 2016 proposed "deepening mass spiritual civilization creation activities, advocating reading for the whole people, popularizing scientific knowledge, promoting scientific spirit, and improving the quality of the people and the degree of social civilization" The 2017 government work report proposed "vigorously promote reading for all", the 2018 government work report proposed "advocating reading for all and building a learning society", the 2019 government work report proposed "advocating reading for all and promoting the construction of a learning society", the 2020 government work report proposed "advocating fitness for all and reading for all to make the whole society full of vitality and upward." The government work report at the 2021 NPC and CPPCC pointed out that "promote the integration of urban and rural public cultural system, innovate and implement the project of benefiting the people through culture, and advocate reading for the whole people". This is the eighth consecutive time since 2014 that "reading for all" has been included in the government work report.

It is the demand of the times to vigorously promote reading in response to the call of the whole people to read.[1] For students, reading can make up for the lack of school education and family

education, help them improve their academic performance and expand their extracurricular knowledge. Reading is not only helpful to improve the comprehensive quality of students, but also of great significance to improve the overall national quality. Reading is the basic way for a country to develop its national spirit. Through reading, we can promote the spirit of reading and learning, guide people to love reading, read good books and be good at reading, inherit excellent traditional culture, carry forward the core socialist values, and strengthen the power of the nation to improve. 2.

When readers use the library, they will leave a lot of behavior data (venue behavior, online behavior), and the reader behavior data becomes the library service data. The library fully understands the readers' reading situation according to the service data, and thus takes various measures to improve the work efficiency. Library service data includes the circulation statistics of the actual collection of books, the access system data of electronic resources outside the library, WeChat official account data, online consulting service platform data, etc.[2]

2. Reading status of college students

2.1. Investigation based on the actual bibliographic circulation statistics

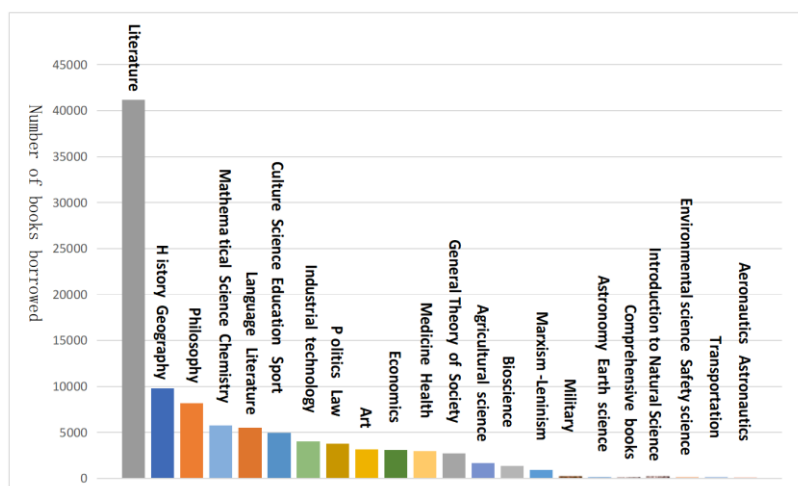


Figure 1: Statistics of circulation and borrowing documents in the library (September 1, 2017-September 1, 2021)

Based on the statistical data of the circulation of the actual collection of books, the investigation of the borrowing of various Chinese and foreign books in the Library of Inner Mongolia University for Nationalities from September 1, 2017 to September 1, 2021 is shown in Figure 1. The total number of books borrowed by undergraduate and graduate students from September 1, 2017 to September 1, 2021 is 85159; The total number of borrowers was 8923. Among them, 8262 undergraduates borrowed books and 80548 books, and 661 postgraduates borrowed books and 4611 books. Due to the epidemic, the number of people and the number of copies borrowed have been greatly affected.[3] The data shows that the book category with the highest borrowing rate is literature; History and geography; Philosophy; Mathematical science and chemistry; Languages; Culture, science, education and sports; Industrial technology; Political law; Art; Economy, etc. According to the survey of the number of college students and the number of books borrowed, the borrowing of undergraduate students in each college is shown in Figure 2, and the borrowing of graduate students in each college is shown in Figure 3. It can be seen from Figure 2 that the College of Chinese Studies and Journalism and Media of undergraduate students has the largest number of readers and books, followed by the College of Law and History. It can be seen from Figure 3 that among the graduate students of each

college, the number of students who borrow most is at least the Mongolian Medical College; College of Literature and Journalism; Medical College; Mongolian Academy of Sciences; School of Law and History, etc. The college of literature and news media has at least the largest number of copies; School of Law and History; Medical College; College of Foreign Languages; Mongolian Academy of Sciences, etc. It can be seen from Figure 1 and Figure 2 that the books borrowed by students are concentrated in the professional books and examination-oriented materials. In addition to academic needs, extracurricular interest reading is mainly recreational reading of literary novels.

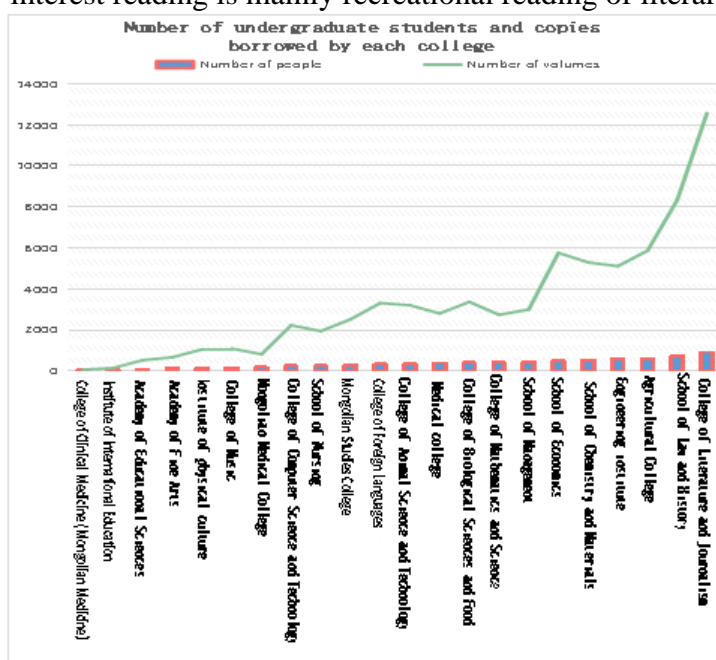


Figure 2: Number of undergraduate students in circulation and number of copies (September 1, 2017-September 1, 2021)

2.2. Questionnaire and field visit

In order to fully understand the behavior of library readers, a questionnaire survey was conducted for some library readers. The questionnaire survey mainly includes four questions: the purpose of visiting the library, the purpose of borrowing, the type of books borrowed, and the reading tendency based on interest. The main contents of the questionnaire are shown in Table 1.

Table 1: The main contents of the questionnaire survey for the readers arriving at the library

Purpose of coming to the library	Borrowing		Self-study	Other		
	Borrowing purpose	Academic research	Writing papers and homework	Learn knowledge and improve ability	Coping with exams	Interest
Types of books borrowed	Professional or professional related books		Test materials	Non-professional interest books		
Reading tendency based on interests and hobbies	Humanities and social sciences		Natural science			
	Specific literature category		Specific literature category			

Through the analysis of the results of the questionnaire survey, it was found that most of the readers who came to the library came to study by themselves, especially those who were preparing for the postgraduate examination. Most of the students who come to the library for the purpose of borrowing

are to complete the tasks: "writing papers", "writing homework", "academic research", etc. 22% of the students choose to use their extra-curricular time to borrow books of interest from the library to delight themselves, and 17% of the students choose to come to the library to enrich their professional knowledge, improve their comprehensive ability, and learn knowledge. In the survey on the types of books borrowed, more students choose to borrow books related to their major and examination-oriented materials, while the students who choose literary and novel works of humanities and social sciences are the most among non-professional books.

From the time of admission and time of stay of the readers, the self-study students came earlier, entered the library as soon as it opened, and stayed for a long time. Many students left only after the closing time. Students who come to borrow are usually the most between 9:00 a.m. and 11:00 p.m., and the most between 3:00 p.m. and 5:00 p.m. The borrowing time is generally about 10 minutes. Generally, students leave after borrowing books. Few students stay in the borrowing area to read.

3. Reader service optimization strategy

3.1. Carrying out reading promotion activities

The purpose of reading promotion in university libraries is to cultivate the reading willingness or reading ability of teachers and students, and promote the reading behavior of teachers and students. Through reading promotion, university libraries can meet the most basic reading needs of teachers and students, cultivate good reading habits of teachers and students, and mobilize the enthusiasm of teachers and students in reading.[4] Through reading promotion activities, teachers and students can learn about library resources, services and activities in a timely manner. By participating in reading promotion activities, readers can select high-quality books, cultivate reading interest, improve reading quality, broaden their horizons, and enrich themselves with knowledge. In addition to expert lectures, essay contests, good book recommendations, new book recommendations and other activities, reading promotion activities should also adopt other activities with novel forms and rich contents to attract more readers to participate. Reading promotion based on readers' reading tendency can be more targeted and attract more readers to read. It can also provide personalized reading promotion services for readers by using the reader retrieval and borrowing records in circulation data.

3.2. Strengthening the construction of literature resources

With the rapid development of information technology, people's reading has shifted from paper reading to digital reading. Especially during the COVID-19, digital reading played an extremely important role when venue reading and paper resources could not be obtained, and timely met the readers' multiple resource needs. 4. Therefore, university libraries should increase the investment in digital resources, strengthen the construction of digital resources, and provide sufficient information resources for readers. At present, readers are not fully aware of the use and understanding of digital resources. University libraries should let more readers have a deeper and more comprehensive understanding of library digital resources through various ways, and teach readers how to access and use digital resources.

3.3. Publicity and recommendation of libraries

According to the survey, most of the readers who come to the library are self-learning students, among which the students who prepare for the postgraduate examination and go to self-learning are the most. Some students don't even come to the library for a semester, and they don't know or are not interested in the library. By promoting and recommending libraries, students can better understand

and use libraries. The greatest value of the library is that it provides a platform for extensive knowledge acquisition, not just a self-study room. The library is the symbol of the cultural construction of colleges and universities, the expression of the cultural connotation of colleges and universities, the most important organization in colleges and universities, the main position for students to study after class, the main place for students to consult reference documents, and the place for scientific research staff to consult information. The rich books, newspapers, magazines and modern information network of university libraries provide students with online and offline resources and assume the dual functions of information service and mental health education. Library reading activities and other various forms of educational activities are more of an ideological influence and edification process, which has irreplaceable help to improve students' comprehensive quality. We can actively promote and introduce the resources and services of the library through online and offline channels such as new student education, reading promotion, WeChat official account, etc.

3.4. Improving the quality of librarians and optimizing reader service

To optimize the service for readers, we should first improve the quality of librarians. Librarian quality includes good professional ethics, solid professional knowledge, efficient communication ability and excellent service quality. University librarians should strictly abide by the work discipline in their daily work, and their words and deeds should be standardized, hardworking, dedicated, and complete their work on time and in quantity. University library is a place for teaching and scientific research in universities, so librarians should have solid professional knowledge to better serve teachers and students. Library management requires library professional skills, while library network maintenance and some online businesses require computer professional knowledge. In addition, human knowledge and natural science knowledge are also indispensable. When librarians communicate with readers, they should have good communication skills and communication skills, and always pay attention to words and deeds.

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