

Development and Optimization of Reading Promotion in University Libraries in the Digital Media Era

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Keywords: University libraries; Digital media era; Reading promotion; Digital resources; Interactive platforms

Abstract: With the rapid development of digital media technologies, university libraries are undergoing unprecedented transformations in their service models and functions in the digital media era. Against this backdrop, reading promotion, as one of the core functions of university libraries, plays a crucial role in enhancing the library's influence and service quality. This paper analyzes the impact of the digital media era on university libraries, explores the existing problems in current reading promotion, and proposes optimization strategies such as digital resource development, dedicated platform creation, and enhancing reader interaction and feedback mechanisms. By analyzing successful cases from domestic and international university libraries, this paper concludes with a series of practical promotional methods, aiming to provide references for university libraries in their digital transformation. Finally, the paper looks ahead to the future development direction of university libraries in the digital era, emphasizing the trend of integrating information technology with reading promotion.

1. Introduction

In the digital media era, the rapid development of digital technologies and the deepening of informationization have driven profound changes in various sectors of society. University libraries, as key platforms for knowledge dissemination, are also facing unprecedented challenges and opportunities. Traditional library service models can no longer meet the growing information needs of modern university staff and students, particularly in the area of reading promotion. Effectively utilizing digital resources and technologies to enhance library service quality and influence has become an urgent issue. With the ongoing development of digitalization, networking, and intelligence, digital media technologies have permeated all aspects of university libraries, especially the widespread adoption of digital reading resources and online platforms, leading to significant changes in the form and content of reading promotion. To adapt to this transformation, libraries must not only strengthen the construction of digital resources but also innovate promotional methods to boost the reading interest and engagement of students and staff, thus better fulfilling the role of reading promotion in knowledge dissemination. This paper aims to explore the current status and challenges of reading promotion in university libraries in the digital media era, while proposing a series of optimization strategies. By analyzing successful experiences in reading promotion from university libraries both domestically and internationally, and considering the practical issues in the

ongoing digital transformation, this paper presents strategies for building digital resources, developing reading platforms, and enhancing reader participation. These strategies provide theoretical support and practical guidance for university libraries in their reading promotion efforts under new circumstances. The research significance of this paper lies in helping university libraries effectively implement reading promotion in the digital age, enhancing the library's social influence and providing references for further reforms and development. In the following chapters, this paper will first analyze the impact of the digital media era on the development of university libraries, then discuss the current situation and existing problems in reading promotion, followed by the presentation of optimization strategies. Through case analysis, the paper will summarize successful experiences from university libraries, and finally provide an outlook for the future development of reading promotion in university libraries[1].

2. Development of University Libraries in the Digital Media Era

2.1. The Impact of the Digital Media Era on University Libraries

In the digital media era, the rapid development and widespread application of information technologies have had a profound impact on the service models, functional positioning, and operational management of university libraries[2]. First, the widespread availability of digital resources has greatly enriched the types of resources offered by university libraries. In addition to traditional print books and journals, libraries now provide e-books, digital journals, databases, and academic resource repositories. This diversification not only offers readers a wider range of information choices but also revolutionizes the ways in which knowledge is disseminated. Digital resources allow library services to extend beyond physical spaces, making them accessible through online platforms at any time and from anywhere, greatly enhancing the efficiency and reach of library services. Furthermore, the digital media era has led to the widespread use of digital reading platforms. Online service platforms in university libraries have gradually replaced traditional offline services. These platforms not only offer basic functions such as borrowing, searching, and accessing literature, but also enhance reader engagement and interactivity through recommendation systems and personalized services. For example, intelligent recommendation systems can offer personalized book suggestions based on a reader's history and preferences, significantly improving the precision and efficiency of reading promotion. In addition, libraries are using social media, WeChat official accounts, and other platforms to conduct various online activities, making reading promotion no longer limited to traditional offline formats like lectures and book clubs but enabling broader interaction and dissemination through digital channels. However, the digital media era also brings new challenges to university libraries. Libraries not only need to manage the increasing volume of digital resources but also face difficulties in effectively integrating these resources and improving their utilization[3]. Additionally, the technological demands and management innovations brought about by digital transformation place higher requirements on library staff. How to protect the advantages of traditional library services while leveraging modern information technologies to enhance service capabilities and promotion effectiveness has become a core issue for university libraries today. In conclusion, the advent of the digital media era has fundamentally transformed the service models of university libraries. The widespread use of digital resources and platforms has improved service efficiency and coverage, providing new opportunities and challenges for reading promotion. In this context, university libraries must continuously innovate and optimize their service models to meet the demands of the digital age and promote the ongoing development of reading promotion.

2.2. The Role and Development Trends of University Libraries

In the digital media era, the role and development trends of university libraries are undergoing profound changes. Libraries are gradually shifting from traditional "knowledge storage and provider" roles to becoming "information service and intelligent support platforms," which are now key components of university teaching, research, and cultural development[4]. First, university libraries are no longer just "book lending centers" but have transformed into multi-functional service platforms for knowledge sharing and cultural dissemination. The resources offered by libraries now include not only traditional print books and journals but also digital resources, databases, academic documents, audio-visual materials, and other diversified information sources to meet the increasingly varied needs of readers. With the ongoing advancement of information technologies, particularly the application of emerging technologies like big data, artificial intelligence, and cloud computing, university libraries are gradually taking on more complex functions. The introduction of information technology has not only driven the intelligence of library services but also enabled libraries to achieve deep resource integration and precise management. Through big data analysis, libraries can gain deeper insights into reader needs, optimize resource allocation, and improve service offerings. Moreover, AI-based recommendation systems can provide personalized book recommendations and services based on readers' interests and historical behavior, greatly improving resource utilization efficiency and enhancing the reading experience. In addition, the role of university libraries is becoming increasingly diverse. In addition to the traditional function of lending documents, libraries are actively engaging in academic exchanges, research support, and intellectual property protection[5]. By integrating closely with academic research and teaching activities, libraries offer value-added services such as literature retrieval, information literacy training, and research data management to support the teaching and research efforts of university staff and students. Especially in the area of research data management, libraries provide robust support for academic research by offering data storage, sharing platforms, and analytical tools. Furthermore, libraries are gradually becoming platforms for interdisciplinary cooperation and knowledge innovation. Through hosting academic lectures, seminars, and knowledge-sharing activities, they foster academic discussions and exchanges. Looking forward, university libraries will continue to deepen the application of information technologies and evolve into comprehensive intelligent service platforms that integrate knowledge management, academic support, information services, and innovation-driven initiatives. During the digital transformation process, libraries will further enhance their integration with educational informationization and promote the development of smart campuses, becoming an important force in promoting academic development, knowledge dissemination, and cultural enhancement. In conclusion, the digital media era has presented unprecedented development opportunities for university libraries, requiring libraries to continuously adjust their roles and development directions. By transforming from traditional resource providers into comprehensive information service and academic support platforms, university libraries will continue to play a vital role in university teaching, research, and cultural development, offering strong support for universities' innovation and progress[6].

3. Optimization Strategies for Reading Promotion in University Libraries in the Digital Media Era

3.1. Digital Resource Development and Platform Construction

In the digital media era, the transformation of university libraries heavily relies on the development of digital resources and the establishment of robust digital platforms. Traditional paper-based resources alone can no longer meet the diverse needs of modern readers, especially as

technology evolves and more students and faculty members turn to digital formats for information. As a result, university libraries must focus on expanding their digital collections to encompass a wide variety of materials, including e-books, online journals, academic databases, multimedia resources, and other digital content. By developing a comprehensive and diverse digital resource framework, libraries can cater to the needs of different user groups, from undergraduate students to senior researchers, ensuring that they have access to a broad spectrum of knowledge and information. Moreover, the construction of a unified digital platform is essential for seamlessly integrating paper-based and digital resources[7]. A digital platform allows users to access both traditional library materials, such as physical books, and new digital formats, such as e-books and online journals, in a streamlined and accessible way. For this to be effective, libraries should prioritize the development of user-friendly platforms that offer intuitive navigation and easy access to the full range of resources. Such platforms should also offer a smooth and transparent transition between physical and digital formats, allowing users to access all available materials, whether they are browsing for print books in the stacks or exploring digital resources remotely. In this context, intelligent recommendation systems play a critical role in enhancing user experience. By analyzing readers' interests and previous reading history, these systems can suggest relevant resources tailored to individual preferences. For instance, if a student regularly reads about specific academic topics, the system can recommend related books, articles, and research papers, thereby improving resource utilization. This targeted approach not only saves users time but also increases engagement by introducing them to resources they may not have discovered otherwise. Furthermore, the digital platform should not only serve as a portal for accessing resources but also as a space for interactive learning and community engagement. Libraries can incorporate features such as online book clubs, virtual events, webinars, and discussion forums to foster a dynamic and engaging reading environment. These interactive elements create opportunities for readers to share insights, discuss readings, and learn from each other in real-time, adding an important layer of social interaction to the digital reading experience. This integration of resources and interactive platforms ensures that libraries are well-equipped to adapt to the digital media era while enhancing the impact of their reading promotion efforts[8].

3.2. Enhancing Reader Engagement and Interactivity

In the digital media era, increasing reader engagement and interactivity is crucial for the success of reading promotion efforts in university libraries. As traditional reading promotion methods may no longer fully capture the interest of modern users, libraries need to adopt more interactive and participatory strategies to ensure greater involvement from their audiences. One effective approach is the integration of online and offline activities. Libraries can organize virtual events, such as online book discussions, live author interviews, and interactive webinars, using social media platforms and their official websites. These events allow readers to participate regardless of their location, making it easier for more people to join. Additionally, by offering live chats and Q&A sessions during webinars, libraries can foster a sense of community and connection among participants, encouraging them to share their thoughts and ideas[9]. Offline activities, such as reading clubs, book exhibitions, and themed seminars, continue to hold significant appeal, especially for those who value face-to-face interaction. When combined with online events, these offline activities create a hybrid model that greatly expands the reach and impact of the library's reading promotion efforts. For example, the library could host a series of thematic seminars and book exhibitions on campus, while simultaneously offering a digital version of the event for broader participation. In addition to event-based engagement, libraries can enhance interaction through gamification. By incorporating reward systems, such as reading challenges, point collection, and

leaderboards, libraries can motivate readers to engage with content on a more regular basis. For instance, readers could earn points for participating in events, reviewing books, or completing reading tasks, which could be redeemed for rewards like exclusive content, early access to new materials, or even physical rewards. Finally, establishing a feedback loop is essential for sustained engagement. Libraries should regularly solicit feedback from participants to understand their needs and preferences. This will not only help libraries tailor activities to better suit readers but also make them feel heard and valued, further strengthening their sense of involvement and commitment to the library's reading initiatives[10].

4. Case Study

To illustrate how university libraries can effectively enhance reading promotion in the digital media era, we will explore the "Digital Reading Promotion Month" event hosted by a university library. This case study highlights how the library utilized innovative activities and technology to improve reader engagement and expand its impact. The "Digital Reading Promotion Month" was designed to promote reading across digital platforms while fostering a more interactive and engaging experience for both faculty and students. The event was held over the course of one month, integrating both online and offline activities to cater to a wide range of audiences. Through this hybrid approach, the library sought to attract a diverse group of participants, including those who prefer digital interaction and those who enjoy face-to-face engagement. To kick off the event, the library launched a digital resource recommendation campaign across its official website and social media platforms. These recommendations included eBooks, online academic journals, and other digital resources, which were tailored to various fields of study. The library provided readers with easy access to these resources, allowing them to explore content relevant to their academic interests. One of the key initiatives was the "Reading Check-in Challenge", which was promoted through the library's official WeChat account. This initiative encouraged participants to read a set number of pages each day and log their progress online. To increase motivation, the library incorporated a point-based rewards system where participants earned points for reading and sharing book reviews. The accumulated points could be exchanged for rewards such as exclusive book borrowing privileges, personalized book recommendations, and other services from the library. The library further enhanced reader participation by organizing interactive online events, such as virtual book discussions and author webinars. These sessions were held on platforms like Zoom and WeChat, where authors, scholars, and experts in various fields shared their insights with the audience. Participants were encouraged to ask questions, share their thoughts on the books being discussed, and engage in real-time debates. This not only facilitated knowledge exchange but also created an interactive, community-driven experience for readers. One of the standout events was a Virtual Author Meet-and-Greet. A well-known author participated in an online Q&A session, discussing their work and answering questions from the audience. This session received widespread attention and attracted a large number of students and faculty members who were eager to interact directly with the author. The library also conducted online book giveaways during this event, further incentivizing participation. While digital activities dominated the event, offline activities were also incorporated to ensure a balanced approach. The library hosted themed reading clubs, book exhibitions, and seminars on campus, all of which focused on fostering deeper engagement with physical books. These offline events created spaces for readers to discuss books in person, build connections, and share recommendations. The key innovation was the integration of digital and offline experiences. For example, during a physical book exhibition, the library used QR codes to link each physical book with its digital version, allowing visitors to scan the code to access the eBook or digital resource online. This seamless integration of online and offline content enhanced

the event's accessibility and allowed readers to explore a broader range of materials without limitations. To maintain long-term engagement and encourage sustained participation, the library introduced gamification elements. A leaderboard was created, showcasing the top readers based on their activity in the challenge. Participants who accumulated the highest points were recognized at the end of the month with prizes like book vouchers, exclusive access to author webinars, and even a VIP membership for borrowing books. The gamified structure ensured that readers not only engaged with the library's resources but also formed a habit of reading regularly. This element of competition, combined with the rewards, created a fun and engaging atmosphere that motivated participants to keep coming back throughout the month. The "Digital Reading Promotion Month" event achieved notable success. During the month-long event, participation levels soared, with over 1,000 students and faculty members actively engaging in the reading check-in challenge and online events. The library saw a significant increase in the usage of its digital resources, including a 40% rise in the checkout of eBooks and digital journals compared to the previous month. The event was particularly successful in attracting younger audiences, with participation among students aged 18-25 being notably higher than previous traditional reading campaigns. The incorporation of social media platforms and gamification elements played a crucial role in this success, as they appealed to the digital-savvy, interactive nature of the younger generation. Additionally, the hybrid model of combining digital and offline activities resulted in a broader reach. While in-person activities were limited by social distancing policies, the online engagement allowed the library to reach a global audience, including international students who were unable to attend physical events. Several key lessons emerged from this case study. Firstly, the integration of digital technologies is vital in the modern library environment. By providing a seamless experience between physical and digital resources, libraries can cater to a diverse range of reader preferences. Secondly, interactive and participatory events—whether online or offline—are critical for boosting reader engagement. The success of the reading check-in challenge and author webinars highlights the importance of making reading more social and interactive. Lastly, gamification is an effective tool for maintaining sustained interest, encouraging regular participation, and creating a sense of community among readers. This case study demonstrates how university libraries can leverage the opportunities provided by the digital media era to enhance reading promotion efforts. Through a combination of innovative activities, interactive platforms, and a hybrid approach, libraries can significantly improve engagement and broaden their reach. The success of the "Digital Reading Promotion Month" offers valuable insights into how libraries can evolve in the digital age to continue serving their communities and fostering a love of reading.

5. Conclusion

The arrival of the digital media era has brought unprecedented opportunities and challenges for reading promotion in university libraries. With the rapid development of digital technologies and the continuous deepening of informatization, libraries have not only experienced significant changes in resource development and service methods, but also face the challenge of how to better utilize these technological tools to enhance the effectiveness of reading promotion. Against this backdrop, university libraries should focus on strengthening the integration and optimization of digital resources, innovating activity formats and content, improving reader engagement and interactivity, and emphasizing personalized and customized services to meet the diverse needs of different reader groups. Through cross-departmental collaboration and the integration of external resources, libraries can expand the influence of their activities and broaden the reach of their services. Technological support and platform development provide a solid foundation for the successful execution of reading promotion activities, driving the digitization and personalization of

library services. Throughout this process, scientifically evaluating and continuously improving the effectiveness of activities is crucial. Only through constant reflection and optimization can libraries ensure the sustained development and success of their reading promotion efforts. In summary, university libraries need to innovate and adjust their reading promotion strategies in the digital media era based on traditional models, utilizing modern technological tools to improve efficiency and quality. This will help meet the changing needs of faculty and students, contributing to enhancing the academic atmosphere and promoting the dissemination of knowledge.

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