Research on the Application of We-Media in Reading Promotion

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Abstract: Reading promotion serves as a vital pathway for stimulating readers' interest, cultivating reading habits, and enhancing individual cultural literacy. It holds significant importance for facilitating knowledge dissemination and fostering cultural prosperity. Alongside the vigorous development of social media platforms and the widespread adoption of mobile terminals, academic libraries' reading promotion initiatives have encountered novel opportunities. However, constrained by structural contradictions involving platform management, the quality of promotional content, dissemination methods, as well as copyright and ethical compliance, the full potential of reading promotion services in higher education institutions has yet to be fully realized. This paper proposes reflections from four perspectives: emancipating traditional mindsets, promotional content, dissemination channels, and review mechanisms. It aims to enhance the effectiveness of reading promotion via social media platforms, cater to the diverse reading needs of students, and foster the improvement of their holistic competencies.

1. Introduction

President has reiterated that extensive public reading "When people read more extensively, the spiritual character of our nation will be enriched and deepened", highlighting the foundational role of nationwide reading in shaping cultural vitality. However, driven by information technology, We-Media have reconfigured information dissemination while fostering pervasive fragmented and superficial reading behaviors. Empirical studies reveal a widespread zero-circulation phenomenon across library collections, indicating significant resource underutilization[1]. Concurrently, digital-era readers exhibit diminished patience for sustained deep reading, preferring accelerated consumption patterns that challenge engagement with classical literature. This paradox enhanced technological accessibility alongside degraded reading quality necessitates innovative strategies for academic libraries. By adapting to evolving digital reading habits and addressing diverse reader needs, libraries can sustain their core mission of educational and cultural dissemination.

2. Strengths of We-Media Technology in University Reading Promotion

2.1. Convenience and accessibility

With the widespread adoption of mobile devices, convenience and accessibility stand as two of the most prominent advantages of social media technology in reading promotion initiatives within academic libraries. Leveraging internet-based data transmission, social media platforms enable readers to access promotional content anytime and anywhere via smartphones, tablets, and other mobile devices. This capability transcends the temporal and spatial constraints inherent in traditional promotion models. During fragmented intervals, readers can effortlessly acquire reading resources, significantly lowering barriers to information access. Furthermore, the real-time updating and dynamic dissemination of content on social media platforms ensure readers receive the latest promotional information immediately. Such temporal efficiency and operational convenience not only effectively enhance reader engagement but also establish highly efficient and flexible dissemination channels for reading promotion initiatives.

2.2. Personalized recommendations

Social media platforms enhance reading promotion through personalized recommendation capabilities, significantly improving targeting precision and user engagement. With advancements in AI and big data algorithms, these platforms analyze user profiles including occupation, reading history, and interests to deliver highly tailored content. This approach effectively overcomes the limitations of traditional "one-size-fits-all" promotion methods.

Personalized recommendations accommodate diverse reading needs, whether for academic literature, classical works, or industry frontier insights. By precisely matching content with target readers' preferences, they effectively stimulate reading interest. Furthermore, recommendation mechanisms dynamically refine content delivery based on reader interactions. This continuous optimization covering foundational knowledge, practical applications, and emerging industry developments progressively enhances recommendation efficacy and enriches the interactive reading experience.

2.3. Interactivity and sociability

The interactive and social features inherent in social media platforms have reinvigorated reading promotion initiatives. These platforms enable readers across different temporal and spatial contexts to exchange perspectives on shared topics, forward content to peers, and disseminate promotional articles. Such interactions foster spontaneous offline discussion networks, thereby facilitating intellectual exchange and knowledge sharing while strengthening interpersonal bonds.

Furthermore, academic libraries leverage social media platforms to organize virtual reading-sharing sessions, transcending the physical constraints of traditional promotion models. Through livestreaming platforms, themed launch events, and similar digital venues, subject matter experts can deliver specialized content to geographically dispersed audiences. This format allows hundreds of thousands even millions of participants to engage in real-time discussions and interactive activities from any location, significantly enhancing user engagement and experiential enjoyment.

2.4. Richness and Diversity of Content

The diverse content presentation enabled by social media platforms significantly enhances the attractiveness and adaptability of reading promotion initiatives. These platforms support the

dissemination of reading materials through integrated multimodal formats such as text, images, and video which facilitate more intuitive and vivid transmission of information. This approach allows readers to comprehend content efficiently, as exemplified by short videos introducing books, illustrated book reviews combining text and graphics, or audio renditions of literary excerpts catering to heterogeneous reader preferences.

Furthermore, content diversity amplifies the creative appeal of reading promotion. Platforms consolidate varied resources including e-books, scholarly articles, and literary classics, thereby expanding students' reading choices. Concurrently, interactive features such as Q&A sessions and reading challenges may be implemented to effectively stimulate students' reading motivation.

2.5. Low cost and high efficiency

Social media platforms offer a cost-effective approach to reading promotion for academic libraries, characterized by low operational expenditure and high efficiency. Most platforms such as WeChat Official Accounts, Weibo, and Douyin operate on free or minimal-cost models, enabling institutions to establish promotional channels without significant financial investment. This represents a substantial reduction in costs compared to traditional offline methods like reading conferences and printed promotional materials.

Concurrently, these platforms generate exponential dissemination effects, whereby promotional content achieves geometric growth in reach. This enables rapid audience engagement and substantially amplifies social influence within compressed timeframes[2]. The dual advantages of cost efficiency and operational efficacy not only alleviate institutional burdens but also enhance the dynamic adaptability of reading promotion initiatives.

3. Challenges of We-Media in Reading Promotion

3.1. Challenges in Managing We-Media Platforms

Content moderation of user-generated commentary constitutes a critical operational challenge for libraries in social media management, stemming primarily from administrative concerns regarding potential negative public sentiment triggered by inappropriate content. The interactive and social nature of digital platforms enables users not only to consume library-published materials but also to engage in real-time interactions, voice opinions, lodge complaints, and potentially post objectionable content.

Consequently, libraries must establish efficient response mechanisms to continuously monitor user feedback, provide targeted responses, and promptly contain inappropriate commentary to prevent escalation. This is particularly crucial for academic libraries as public educational institutions, given their high societal visibility and acute sensitivity to public opinion. Any negative information may rapidly attract concentrated dissemination; absent systematic crisis communication protocols, libraries risk being engulfed in public relations crises that simultaneously damage institutional credibility and public image.

3.2. Insufficient Depth in Content Exploration

Producing high-quality promotional content requires substantial domain expertise for in-depth exploration of literary works or specialized topics. Library staff often face challenges in accurately distilling core scholarly value due to disciplinary knowledge limitations. While many institutions now employ AI tools to generate promotional materials including graphics, videos, and background music with significantly improved efficiency, this mechanized production approach exhibits notable

constraints. First, AI-generated content demonstrates pronounced homogeneity lacking creative distinctiveness. Second, textual outputs frequently contain factual inaccuracies or logical inconsistencies, yet the requisite human verification is often overlooked despite its high resource demands. Concurrently, the fragmented communication paradigm dominant on social media platforms characterized by micro-content formats like brief captions and short videos necessitates extreme content condensation. This compression frequently results in oversimplified perspectives and informational distortion. Within the "highlight-reel" narrative ecology prevalent on platforms like Douyin and Xiaohongshu, readers' quality expectations for promotional content have markedly elevated. Superficial treatment of literary works such as reiterating conventional interpretations not only fails to stimulate reading interest but may even diminish perceived value of classical texts, such approaches risk making readers persistently perceive the content as insipid.

3.3. Limitations in the Diversity of Media Platform Distribution

Despite mature promotional ecosystems on platforms like Douyin, Xiaohongshu, WeChat Channels, and Weibo, most libraries constrained by staffing and management limitations rely exclusively on WeChat Official Accounts for reading promotion. This uniform distribution model mechanically pushes content to subscribers as task completion exercises, lacking both user feedback mechanisms and iterative optimization strategies. Compounded by limited update visibility, WeChat content suffers diminishing efficacy as algorithms fold it within saturated subscription feeds, yielding critically low open rates. More fundamentally, algorithmic imperatives trap libraries in safe-content zones: recurring promotion of popular titles sacrifices collection diversity while traffic allocation algorithms confine niche-quality content within information cocoons. This dual constraint systematically reduces exposure opportunities for intellectually valuable but less-trending materials.

3.4. Existence of Copyright and Ethical Risks

Social media reading promotion faces dual copyright and ethical constraints amid rapid development. In Copyright, traffic-driven creators produce condensed content like "ten-minute book summaries", transforming original works into derivative substitutes for free or low-cost dissemination. This substantially diminishes source materials' market value and potentially infringes authorial rights[3]. More egregiously, selective quoting or misrepresentation distorts original meaning and damages authors' reputations. Ethically, deliberate misinterpretation and controversy amplification compromise content objectivity, propagate cognitive biases, and erode cultural depth/value-oriented guidance. These intertwined risks may trigger legal repercussions, undermine public trust, and ultimately threaten industry sustainability.

4. Innovative Strategies for Reading Promotion in University Libraries during the Omni-Media Era

4.1. Emancipating the Mind

Leadership must emancipate the mind and transform cognitive paradigms. Utilizing user-generated content platforms for reading promotion enables students to access high-quality content while facilitating comprehensive feedback collection to optimize library services. Embracing a user-centered approach, library management can proactively address student complaints on these platforms. For instance, Shiping County No. 1 High School in Yunnan established a "Feedback Wall, "where administrators resolve issues onsite or develop actionable plans, explaining impractical suggestions to students[4]. This empirical evidence demonstrates enhanced service efficiency,

mitigated negative sentiments, and improved student psychological well-being. Concurrently, increased resource allocation is critical. Concerns about inappropriate comments(e. g., explicit, violent, or discriminatory content) necessitate leveraging platforms' built-in sensitive-word filters for automated content moderation. Schools should supplement this with manual review teams or third-party agencies to ensure regulatory compliance. Alternatively, AI-driven detection systems can autonomously screen harmful content. Such integrated measures enable effective reading promotion and feedback management, driving continuous improvement in library service quality.

4.2. Crafting High-Quality Promotional Content

The integration of university resources enables the high-standard creation of quality reading promotion content, which effectively enhances reader engagement, fosters deep reading, and cultivates critical thinking. One strategy involves recruiting faculty members and graduate students as content creators. Their academic expertise ensures scientific rigor and authoritative knowledge dissemination, preventing informational distortion. Moreover, they bridge disciplinary frontiers including interdisciplinary insights by translating complex theories into accessible language, thereby diversifying reading options and stimulating intellectual curiosity. Another approach leverages AI technologies to mine unique reader perspectives. Through natural language processing and machine learning algorithms, AI analyzes vast textual data from social media, book reviews, and forums. Such analysis identifies readers' sentiment tendencies, interest preferences, and nuanced insights toward specific texts or topics. Beyond revealing authentic demand, it uncovers emerging reading trends and innovative thematic directions for content creation. Advanced semantic analysis and emotion recognition further capture profound reader resonance points, empowering the design of compelling promotional materials. This synergy of human expertise and AI-driven analytics significantly increases reader participation and satisfaction, advancing reading culture.

4.3. Omni-Media Diversified Promotion

By integrating multiple online and offline channels, we carry out all-media promotion for audiences of different age groups and media usage habits. All-media promotion combines multiple channels and forms of content both online and offline. It can provide personalized recommendations based on users' reading history and preferences, effectively reaching a wider readership. First, online platform. Libraries can be registered on platforms such as Douyin, Xiaohongshu and Weibo. Online platforms have a wide reach and can quickly reach readers across the country, breaking geographical barriers and enabling the rapid dissemination of promotional information. Different online platforms have different advantages and can utilise big data and AI technology for targeted promotion, including social media, video platforms, e-books, etc., to meet the reading habits and preferences of different users[5]. The interactive nature of these platforms facilitates real-time feedback collection, enabling continuous optimization of outreach strategies and enhanced user engagement. Secondly, offline platforms. Libraries can organize reading activities and lectures, and build multimedia Spaces by using VR and AR technologies. Reading lectures promote the collision of ideas through face-to-face communication, enhance readers' sense of participation and interactivity, and increase the depth and breadth of reading. Libraries can also build multimedia Spaces, integrating VR and AR technologies to create virtual reading environments, offer novel reading experiences and attract young readers, and also collaborate with booksellers to launch the "Select Books, We Pay" campaign. Through physical displays and on-site interactions, the appeal of the books can be enhanced.

4.4. Establishing a Robust Content Review Mechanism

Establishing robust content review mechanisms is essential for enhancing the quality of reading promotion materials and effectively mitigating associated copyright and ethical risks. This constitutes a critical measure to safeguard content integrity, protect authorial rights, and preserve reader interests. The framework encompasses three core dimensions: Firstly, standardized review criteria must ensure value alignment with Socialist Core Values, disseminating constructive content that positively influences socio-cultural environments. Promotional materials must maintain scientific rigor and factual accuracy, with textual interpretations grounded in verifiable sources and authoritative references for data and historical claims. Secondly, multi-tiered vetting procedures should integrate professional expertise to enhance error resilience. This involves screening for sensitive lexicon, vulgar language, and infringement risks while concurrently verifying content authenticity and scholarly precision-systematically preventing copyright and ethical violations[6]. Thirdly, implementing feedback-driven improvement mechanisms enables continuous optimization of outreach efficacy. A scientific evaluation system tracking metrics such as complaint rates, content sharing volume, associated book circulation, reader satisfaction, and dissemination impact facilitates identification of procedural deficiencies and provides more efficient and precise content guarantees for reading promotion activities.

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