

# An Analysis of Reading Promotion Strategies in University Libraries from the Perspective of Data Literacy

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**Abstract:** With the continuous development of information technology and the era of big data, higher requirements have been put forward for reading promotion in colleges and universities. As an expanding teaching task of information literacy education in colleges and universities, data literacy ADAPTS to the requirements of The Times for students' all-round development, and also provides a new development direction for university libraries. Reading promotion is an important part of campus culture construction of university library, which mainly improves the utilization rate of library, so as to cultivate students' and teachers' interest in reading and improve reading quality. This paper analyzes the reading promotion strategies of university libraries from the perspective of data literacy.

**Keywords:** Data literacy; University library; Promotion strategy

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## Introduction

Data literacy is to cultivate students' ability of listening, speaking, reading and writing data, as well as their ability to acquire, understand and use data. With the continuous development of information technology, data has penetrated into People's Daily production and every field of life, derived information value, which has changed the way of people's reading. Based on the training of students' data literacy, university libraries constantly promote the digital transformation of university libraries and provide strong support for the promotion of university reading. It is a new opportunity and challenge for university libraries to improve readers' reading needs through big data and enable readers to take the initiative to enter the library.

## 1. Current situation of reading promotion in university libraries

### 1.1 Not in line with the development and change of The Times

Although the reading promotion of Chinese university library has been attached importance by the university and society, it has been effectively promoted through the Internet platform and wechat public account. However, according to the investigation and research, the forms of reading promotion in many colleges and universities are the same, and the problem of hysteresis in the application of new media technology is found, and the contents of some lectures are the same. In the face of such a single form of method, it is difficult to improve the readers' activity, and even some readers' participation is only a number of the phenomenon. According to data research, Chinese netizens have shown an increasing trend in recent years, but the number of visits to public library websites has been declining year after year. It can be seen that in the era of big data, a variety of graphics and text data resources are competing with libraries for readers' attention. Libraries that do not change with the development of The Times have a generation gap with readers.

### 1.2 Deficiencies in the construction of digital resources

Abundant reading resources are the prerequisite of reading extension of Chinese college library, and the quality of the resources will affect the effect of reading extension directly. College libraries not only include paper books, but also include database information resources. How to give full play to the maximum value of the two, it needs the professional administrators of colleges and universities to take appropriate management methods based on the corresponding funds, so as to build a highly adaptable digital resource library. However, the actual situation is that the funds of many university libraries are limited, and the librarian is

lack of data literacy, which leads to the insufficient construction of digital resources in the university library and the low integration degree, which seriously hinders the improvement of the reading promotion effect of the university library.

### **1.3 Lack of perfect reading evaluation system**

The main reason why it is difficult to carry out the reading promotion work in university libraries is the lack of a perfect reading promotion evaluation system. With the continuous development of the reading promotion work in university libraries, some university library managers begin to establish reading promotion activity indicators to achieve accurate control of reading promotion. But up to now, there is no mature and general reading evaluation index system that can be popularized in university libraries. According to the data survey, it is found that many university libraries do invest a lot of manpower, material resources and financial resources in reading promotion, but they do not do more research on the evaluation system. They only show the effect of reading promotion through the corresponding number of activities and the number of participants, and do not conduct in-depth research on whether readers pay attention to or not and the change of the number of participants.

### **1.4 Library administrators have low data literacy**

With the continuous development of digital technology in our country, the promotion of digital reading puts forward higher requirements for college librarian occupation. College librarians should have the data literacy to collect information quickly, analyze information accurately and extract information content reasonably. Data literacy is an extension of information literacy, and is one of the core literacy abilities that librarians must have. The connotation of data literacy mainly includes the ability to distinguish data correctly and the ability to comprehensively apply data. However, the librarian of the current university is older, less educated, the professional structure is very complex, and the problem of low data literacy is common.

### **1.5 The current situation of college students' digital reading needs to be improved**

Reading service and reading promotion are the main ways to improve college students' cultural literacy. These years, Chinese colleges and universities have been exploring suitable digital reading services to increase the promotion of digital reading. However, current college students' reading habits are more casual, with the characteristics of blindness, the content and quality of digital reading needs to be improved.

## **2. Strategies of reading promotion in university libraries from the perspective of data literacy**

### **2.1 Change traditional ideas**

Many experts have a definition of a library as a growing organism. Under the background of big data era, university libraries are faced with the current situation of scale rectification, resource change and reader demand change. In order to achieve sustainable development of university libraries, it is necessary to reform the traditional management mode. Only by changing the traditional management mode, strengthening the construction of hardware and software facilities, and reconfiguring data resources, human, material and financial resources, can university libraries adapt to the scale of resources and readers' reading needs. This is also an unusual challenge to university library leaders.

### **2.2 Implement personalized reading push**

Reading data are the traces left by readers' reading needs. Through effective analysis of these data, university libraries can work out various reading strategies and corresponding service measures, so as to ensure the expansion of reading services. In the context of the era of big data, university libraries can effectively analyze the collected data, such as the classification and processing of readers' search history, search record, reading behavior and other data, and analyze readers' needs in reading, so as to push targeted reading service information. In the promotion of readers' personalized reading, data models can also be used to extend library reading services. In the process of data collection, data can be evaluated according to readers' behavioral preferences, satisfaction and other contents, and corresponding models can be built. Big data is used to mark the analysis results of various data, so that the reading promotion work can be expanded according to the personality of readers. University libraries can also provide one-stop reading services for readers through the authentication and management of readers' rights, combined with the functional mode of mobile libraries, so that the personalized reading services of university libraries have the characteristics of mobility, and further extend the scope of library's reading extension services.

### **2.3 Enriching digital reading promotion channels**

The promotion of digital reading activities in university libraries is based on digital resources, so as to constantly improve the corresponding service system. University libraries should constantly expand the interactive service mode of media through science

and technology, build information release and interactive platforms for digital reading promotion, and strengthen the communication between university libraries and students. In addition to providing high-quality digital resources, we should also provide convenient access to resources. In addition, excellent teachers inside and outside the school can be invited to carry out special digital reading services through activities such as freshman enrollment, senior graduation and subject service. Excellent works should be interpreted according to professional advantages, and excellent digital books should be interpreted around current hot news in society, so as to enhance readers' reading awareness of using digital resources, improve readers' reading interest and improve the efficiency of using digital resources.

## **2.4 Improve the digital reading promotion mechanism**

The promotion of digital reading in university library is a long-term project. Only by carrying out reading promotion activities in depth can we fully mobilize readers' reading enthusiasm and carry out in-depth reading. University libraries can carry out digital reading promotion activities according to different stages and reading needs of readers. For example, in view of students' career or interests, digital reading promotion activities should be continuously carried out, and communication methods should be deeply explored, so as to transform digital reading promotion from irregular offline activities to online activities carried out at any time. Through a variety of forms of activities can stimulate readers' interest in reading, so as to improve the enthusiasm of readers to participate in activities.

## **2.5 Build a shared digital resource platform**

The construction of digital resources is a prerequisite for the promotion of digital resources reading in university libraries. Different from paper books, digital resources can be shared. University libraries can exchange and cooperate with other university libraries to share management accounts. They can also carry out collaborative services of university libraries in the region through remote access, jointly build a digital resource construction system, break the restrictions between schools, realize digital resource sharing, and effectively improve the use efficiency of digital resources. Truly realize the integration of Internet and university library.

## **2.6 Improve college students' information literacy**

University libraries carry out reading promotion activities, which can effectively improve the information literacy of college students, which is also the main responsibility of university libraries. Information literacy education pays more attention to the cultivation of students' basic ability to obtain information, analyze information and solve practical problems through information. The university library can change the traditional reading promotion form through technological innovation and play the role of the second classroom of the university library. Colleges and universities can integrate information literacy education into classroom teaching through the training activities for freshmen. At the same time, knowledge competitions or special lectures can be held regularly to popularize the basic knowledge points of multimedia to students and enhance their reading ability with new media. In addition, university libraries can also recommend books with digital resources to readers, stimulate readers' willingness to carry out digital reading, guide readers to use mobile devices to carry out independent reading habits, and break the time and space restrictions.

## **2.7 Improve the professional competence of reading promoters**

The reading needs of readers are always the central content of reading promotion activities in university libraries. Whether to meet the needs of readers depends on the professional ability of reading promotion personnel in university administrators, because reading promotion personnel are the planners and managers of reading promotion activities. First, do university library reading promotion activities follow the development trend of The Times? Does it reflect different cultures at different times? Second, are the reading extension services of university libraries consistent with the requirements of target groups? Does it meet the cultural needs of different readers? All these contents are related to the professional ability of university library reading extension personnel. Reading promoters should not only have the ability of communication and coordination, but also the ability of data governance. They should be able to construct the content of data literacy education in the aspects of data discovery, processing, management and evaluation based on the needs of readers for data literacy. In the era of big data, with the continuous development of information technology, data acquisition for scientific research is constantly enhanced, and providing data literacy education becomes the key development direction of university libraries in the future.

## **Conclusion**

With the continuous development of science and technology in our country, digital reading mode can bring readers more superior

reading experience. And more convenient reading services. Digital reading plays an important role in improving school personnel training, scientific research and promoting the quality of reading for all. Therefore, from the perspective of data literacy, university libraries should strengthen the promotion of reading. College libraries should change the traditional management mode in the form of constant adaptation, strengthen the cultivation of professional ability of management personnel, improve their service level and professional ability, so as to enable readers to form the reading habit characteristic of the era of big data. The reading promotion activities of university libraries should grasp the opportunities of the development of The Times, keep pace with The Times, combine the resource advantages of university libraries, flexibly use data literacy education to promote the quality and efficiency of university reading promotion.

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