



Strategies and Paths for Scenario-based Reading Promotion in Public Libraries

Feihong Liu

The Chinese University of Hong Kong, Hong Kong, 999077, China

liufeihong@link.cuhk.edu.hk

Abstract. Scenario-based reading promotion in public libraries is a necessary way to enhance readers' immersive reading experience, create a more attractive reading environment, and stimulate readers' reading interest and participation by creating reading scenarios in line with readers' differentiated reading interests and needs. Based on the analysis and summary of the current reading promotion services in public libraries, such as the lack of scene design innovation, the lack of community cooperation and integrated promotion and other shortcomings, the article creatively introduces the concept of scene-based reading, and focuses on the "physical", "activity" and "virtual" reading scenarios. The concept of scenario-based reading is introduced creatively, and the case-based analysis of "physical", "activity" and "virtual" scenario-based reading modes is carried out, which puts forward the practical paths for public libraries to carry out scenario-based reading promotion, such as providing a unique reading environment with the physical space of the scenario, enhancing the reading experience with the cultural connotation of the scenario, and stimulating the curiosity of readers with the dynamic interaction of the scenario.

Keywords: Public Libraries; Scenario-based Reading; Strategies; Paths.

1 Introduction

As an important part of social and cultural undertakings, public libraries have an important mission to popularise cultural knowledge and enhance cultural literacy. With the development of society and technological progress, people's access to information has also changed dramatically, the traditional public library service model has been unable to adapt to today's society's creative cultural needs, especially in the context of the digital era, people are more inclined to a sense of immersive experience of the scene of reading, resulting in the decline in the number of readers of traditional public libraries service model, the enthusiasm for reading faded, and many other challenges. At the same time, the Opinions on Promoting High-Quality Development of Public Cultural Services jointly issued by the Ministry of Culture and Tourism and other three ministries and commissions have put forward new requirements and policy guidelines on the functional layout of public libraries, the beautification of facilities and space and

comfort, which provide a policy basis for the innovation of the spatial governance model of public libraries^[1].

The Theory of Scenes originated from the study of urban sociology and was founded by the New Chicago School led by Daniel Silver and Terry Nichols Clark as a theoretical tool to analyze the role of urban cultural styles and aesthetic features on urban development. A theoretical tool for analyzing the role of cultural styles and aesthetic features on urban development, it is dedicated to explaining the economic and social phenomena of urban development in the post-industrial era from the perspective of consumption^[2]. Scenario-based reading is based on the theory of scene, based on the consideration of the reader's emotion, identity, value and meaning, to create scene reading opportunities, put the reader in a certain kind of scene, and trigger the reader's personal experience through reading. Based on the concept of scene reading, with the help of digital empowerment and multi-dimensional linkage, readers can change passive viewing to active participation, change manual reading to information support, and deepen their understanding and perception of the content they read. Through the process of "space design-scene creation-scene interaction", libraries, on the basis of respecting the subjectivity of readers, satisfy readers' needs for sensory needs, knowledge needs, cultural needs and other sub-emotional dimensions of reading extension in different space and time, and realize the dynamic expansion and updating of knowledge and interactive libraries. The dynamic expansion and updating of knowledge and interactive learning support stimulate the readers' motivation for reading to "change" and change the previous isolated and closed reading atmosphere.

Therefore, the application of scenario-based reading in public libraries' reading promotion work meets the vertical and structural innovation needs of the "high-level" transformation of reading services in the context of the digital era, and creates a more immersive, participatory and diversified reading environment for readers, which plays a key role in promoting the inheritance and development of the excellent traditional culture, enhancing the breadth and depth of reading, and stimulating readers' interest in reading and desire for exploration. It can create a more immersive, participatory and diversified reading environment for readers, and play a key role in promoting the development of the inheritance of excellent traditional culture, enhancing readers' reading breadth and depth, and stimulating readers' interest in reading and desire for exploration.

2 Deficiencies in the Current Reading Promotion Services in Public Libraries

Firstly, there is a lack of scene design innovation. Traditional reading promotion activities often use reading sessions, lectures and other linear and single promotion methods, which have a certain effect, but are still insufficient in creating an immersive reading experience and enhancing reader participation. With the development of digital technology and new media, readers' expectations of the reading experience have also changed, compared with the traditional way of reading, readers are more inclined to diversified means, interactive, immersive scenes to experience different functional

attributes of the reading service^[3]. If public libraries fail to make full use of modern technology to realize the innovation of scene design in reading promotion services, it will be difficult to meet the iterative needs of contemporary readers for reading environment, resulting in the lagging process of reading promotion, and failing to attract and retain readers effectively during their life cycle.

Secondly, the lack of personalised and differentiated services. Currently, reading promotion services in public libraries often adopt the extreme model of "one size fits all", ignoring the diversified and personalised reading needs of readers^[4]. Specifically in the context of today's information age, there are huge differences in readers' backgrounds, interests and reading habits, which makes it urgent for public libraries to accurately identify the characteristics of different groups of readers when carrying out reading promotion services, and to draw a user profile that is more in line with users' needs and expectations, and searching preferences through grid-based and quantitative data analysis and research, in order to provide personalised and differentiated promotion programme design, and so on. The link puts forward more severe requirements. As a result, the lack of personalised and differentiated services is likely to reduce the accuracy and effectiveness of the reading promotion model of public libraries, and also impede the pace of public libraries in improving reader satisfaction and enhancing user stickiness.

Thirdly, there is a lack of integrated promotion in cooperation with the community. On the one hand, libraries, as the "dissemination centre" of knowledge and culture, depend to a large extent on the precise identification and comprehensive coverage of the target readers, but due to the lack of cross-border cooperation with the community, it is difficult for public libraries to have a comprehensive and in-depth understanding of the reading needs and perceptions of the community members' preferences, which has led to the failure of the reading promotion work to accurately identify and efficiently connect with the target groups, reducing the attractiveness and participation of reading promotion activities. However, due to the lack of cross-border cooperation with the community, public libraries are unable to fully understand the reading needs and perceived preferences of community members, making it impossible for reading promotion to accurately identify and efficiently connect with the target groups, thus reducing the attractiveness and participation of reading promotion activities. On the other hand, educational institutions, social organisations and other internal community bodies have a wealth of resources for livelihood services, which, if effectively integrated and fully utilised, will greatly enhance the diversity and effectiveness of reading promotion activities. However, due to the lack of systematic cooperation mechanisms and scenario application strategies, the potential hidden resources within the community are often not fully configured, optimised and shared, and it is difficult to generate large-scale collaboration, which affects the exploration and clarification of the motivation for reading promotion.

3 The Significance of Scenario-based Reading Promotion in Public Libraries

3.1 Empowering the Reading Experience and Enhancing User Engagement

One of the core objectives of scenario-based reading promotion is to enhance reading experience and participation through the construction of rich and diverse reading scenes. Relying on historical scene simulation, virtual reality experience, role-playing and other diversified forms, scenario-based reading can create a highly immersive, participatory and interactive reading environment for readers, prompting readers to produce emotional resonance with the reading content during the process of exploring knowledge and immersing themselves in the reading process, and significantly enhancing the attractiveness and interestingness of reading.

First of all, public libraries can enhance the reading experience of readers with the help of simulated historical scenes in the scene-based reading promotion work. For example, public libraries can build a simulation of ancient cultural scenes to help readers "through time and space" to feel the charm and connotation of ancient culture; at the same time, combined with the relevant history books, historical events or traditional culture with digital twin technology to achieve "creative" transformation, so that readers can more deeply understand the characters, historical events and cultural background and other information. At the same time, combined with related historical books, historical events or traditional culture will be transformed by means of digital twin technology to achieve "creative" transformation, so that readers can understand more deeply the characters, historical events and cultural background and other information, and enhance the depth and breadth of reading. Secondly, public libraries apply virtual reality technology (VR) to the scene-based reading promotion work, with the help of virtual reading scene construction to achieve the readers and reading content adaptation and interaction. Public libraries with the help of virtual reality technology, not only can experience in the virtual simulation environment, such as the historical period, literature in a specific scene, enhance the immersion of reading, but also can provide such as virtual tours, role-playing, and other more intuitive reading guidance and extension of the way, the formation of a targeted sum of the utility, to help readers better understand and feel the connotation of the work. For example, in science fiction reading, readers can use virtual reality equipment to experience the "future world" in the novel, and immerse themselves in the technological wonders and unreal scenes. Finally, public libraries through the use of role-playing and other scenarios to promote reading, "passive watching" for "active participation", to enhance the reader's reading experience pleasure, so that the reading activities become more interesting and characteristic. For example, when reading classic novels, readers can freely play the roles in the books and have dialogues and interactions with other "characters" to deeply experience and explore the themes and connotations of the works and stimulate readers' imagination and creativity.

3.2 Expanding the Field of Reading and Innovating the Mode of Cultural Promotion

Through scenario-based reading design, public libraries create creative reading scenarios, guide readers to explore new knowledge areas, provide rich reading materials and diverse interactive experiences, encourage readers to step out of their reading "comfort zones", and stimulate readers' curiosity and desire for exploration of knowledge in different historical periods or scientific fields, which helps to promote the "horizontal" expansion of the reading field and the "vertical" enhancement of reading effects. This helps to promote the "horizontal" expansion of the reading field and the "vertical" enhancement of the reading effect, and realizes an all-round, three-dimensional and multi-level cultural promotion.

On the one hand, public libraries in the development of scenario-based reading promotion work, scientific knowledge and practice mode can be combined in the library to set up simulation laboratories and simulation models, readers can personally participate in scientific experiments, supplemented by the reading of scientific books, can be a more in-depth understanding of the principles of science and experimental processes, to stimulate readers' interest in the reading of scientific books, so that the reading of information is no longer passively received, but Reading is no longer a passive reception of information, but a fun process of active exploration and independent discovery. On the other hand, when carrying out scenario-based reading promotion, public libraries can combine literary reading with art exhibitions, display art books related to literature in the cultural gallery, and realize "double perception" through the combination of visual art works display and literary works reading in a fission way to break the traditional reading paradigm and stimulate readers' literary appreciation. It breaks the traditional reading paradigm, stimulates readers' literary appreciation and aesthetic imagination, and provides richer sensory experience and information reception contacts.

4 Forms of Scenario-based Reading Promotion in Public Libraries

Scenario-based reading fits the future trend of reading promotion in public libraries, has a broad development space and application prospects, and the domestic public libraries have long achieved the initial exploration of scenario-based reading in the concept of cultural services, perspectives and practices, forming a "physical", "activity-based" and "virtual" scenario-based reading mode. The domestic public libraries have already achieved the initial exploration of the concept, perspective and practice of cultural services, forming the "physical", "activity" and "virtual" scene reading mode.

4.1 "Object-based" Scenario-based Reading Model

As one of the presentation forms for public libraries to carry out scenario-based reading promotion, the "object-based" scenario-based reading mode is to set up a special creative reading scene around a certain theme in the object-based space through spatial

reconstruction, booth arrangement, literature display and physical exhibition, creating a multi-sensory experience environment and bringing readers a different sense of real experience from that of traditional reading. A different sense of real experience. For example, Wenzhou city library with panoramic space "micro transformation", connotation "fine enhancement", in order to promote the local architectural culture, food culture, celebrities old residence and other cultural and tourism characteristics of resources as the main line, to create a "ou cuisine and allusion", "walk reading", "reading", "reading", "reading", "reading", "reading", "reading", "reading" and "reading". "" walk reading ancient architecture "" walk reading ancient theatre " and other creative reading scene^[5]. Jinan Municipal Library launched the "read-standing" immersive family reading club, immersive reading design for thematic books, divided into reading field, experience field and immersion field, readers in the "immersive field" can be incarnated in the book characters to participate in reading performances or recitation, to achieve three-dimensional reading of books. Readers can participate in reading performance or recitation as characters in the book in the "immersion field", so as to realize the three-dimensional reading of books^[6].

Therefore, on the one hand, public libraries "physical type" of scene reading mode can be carefully designed and decorated, the historical period of the literary works of restoration and reproduction, etc., to create an example of the theme of the scene, such as in the library in a specific area to create a "high copy version For example, a "high imitation version" of the ancient study can be created in a specific area of the library, placing books, manuscripts and other objects related to the theme, creating an interactive scene for readers to be in the study of ancient literati; on the other hand, the public library "object-type" scenario-based reading model can be used with the help of the theme of books, manuscripts and other displays or models, props, etc. On the other hand, the "object-based" scenario-based reading mode of public libraries can help readers understand and experience more intuitively the historical events, cultural connotations and other multi-dimensional information involved in reading works through the display of books and manuscripts related to the theme or the exhibition of models and props.

4.2 "Activity-based" Scenario-based Reading Model

The "activity-based" scenario-based reading mode focuses on specific themes or cultural elements as its core, with an inherent coupling. This mode organizes various kinds of cultural lectures, thematic discussions, role-playing and other activities related to the reading content, in order to help readers understand the thematic content and value of books in a highly interesting and interactive way. For example, the Jinniu District Library in Chengdu held the "Read! Junior" study activity on the beauty of ancient architecture in Jinniu, which adopts the method of "teaching, learning and doing", and cultivates the scientific way of thinking, learning ability and expression ability of young people through PBL independent learning, destination immersion experience and TED talk, etc. The study of this activity goes to Tianhui Temple and Yi Garden in Jinniu Town, and to the Jinhua Temple and Yi Garden in Jinniu City. The study tour went to Jinhua Temple and Yi Garden in Tianhui Town, Jinniu District, to appreciate the beauty

of traditional ancient architecture and at the same time to let the participants broaden their horizons and increase their knowledge in an immersive way^[7].

Based on this, the author divides the "activity-based" scenario-based reading in public libraries into two modes: "cultural" and "entertainment". First, the "cultural" scenario-based reading mode, public libraries can hold regular lectures, thematic discussions and other literary activities, inviting famous writers or scholars to share the creative process and cultural connotations of the works, and also organize reading clubs, so that readers can deepen their understanding of the cultural connotations of the books in the collective discussions and exchanges; second, the "entertainment" scenario-based reading mode. The second is the "entertainment class" scenario-based reading mode, in which public libraries can organize art exhibitions, handmade DIY workshops and other scenario-configuring activities, through reading and studying handmade books such as "The Complete Book of Woodworking and Carving" and "Chinese Woodwork: Easy to Make 40 Small Works of Daily Life", supplemented by DIY materials, so as to make readers appreciate the scenario-based fun of art and creativity in the process of DIY. the scenario-based fun of art and creation.

4.3 "Virtual" Scenario-based Reading Model

The "virtual" scenario-based reading mode makes comprehensive use of virtual reality (VR), digital technology, virtual simulation and other technical means, allowing readers to enter the three-dimensional virtual world through virtual reality equipment, realizing the two-way interaction between readers' groups and the content of the books, and providing readers with immersive and immersive reading experience and cultural exploration. For example, the Second Library of Suzhou City adopts virtual reality, augmented reality, radar-sensing interaction, somatosensory interaction, 360-degree holography, naked-eye 3D and other multimedia interactive technologies to dynamically and visually produce knowledge^[8]; Suqian Municipal Library organizes the "E-road swimming and enjoying the summer holiday" activity, and provides a VR reading resource library that includes culture, art, global geography, cosmic spaceflight, culture and culture. Art, global geography, cosmic spaceflight, natural biology, scientific adventure, military party building and other six plates of resources^[9]; Shandong Zhucheng City Library VR digital reading capsule is composed of reading egg-shaped chairs, VR all-in-one machine, VR digital reading platform resources, covering astronomy, geography, ocean and other aspects of the knowledge, to provide readers with ecological and green digital reading experience^[10].

Therefore, public libraries in the "virtual" scene reading mode, can create a virtual historical scene, the audience into a variety of literary works, history and culture or cultural scenes, with the help of VR equipment "into" the ancient imperial palace, the former residence of celebrities and so on. The virtual scene, in the process of vividly presenting the picture of the life of historical figures to help readers understand the background of history and the evolution of culture. In addition, public libraries can focus on the creation of highly "interactive" scenes, such as VR equipment to participate in Shakespeare's theatre performances in three dimensions, explore the future world of science fiction, etc., to break the geographical and spatial and temporal

constraints, and greatly expand the possibilities of scene-based reading and cognitive boundaries.

5 Specific Paths for Public Libraries to Carry Out Scenario-based Reading Promotion

5.1 Provide a Unique Reading Environment with Scenic Physical Space

The construction of scene physical space in public libraries is a necessary way to carry out scene reading promotion, and its physical space design and layout have an important impact on readers' reading experience. The construction of scene physical space focuses on breaking the traditional "static" service mode of public libraries through the creation of physical space with specific themes or cultural elements, so as to enhance the reading experience and satisfaction of readers.

First of all, public libraries should designate a specific site and design the space based on a specific theme or cultural elements. Not only can they design a specific space presenting history and culture through in-depth study of local cultural characteristics, such as designing a specific area in the style related to the theme of the Zunyi Conference, the Red Boat on the South Lake and other old revolutionary sites, which will guide the readers to revisit the course of the revolution, but also provide a peaceful environment for young readers and set up a special "meditation area" to help them carry out in-depth reading and thinking. It can also provide a peaceful environment for young readers by setting up a special "meditation area" to help them carry out in-depth reading and thinking^[11].

Secondly, in the construction of the physical space of the scene, the design and decoration also play a vital role. Public libraries should invite professional designers to carry out a reasonable layout of lighting, decoration, furniture and other elements to create the atmosphere and mood of a specific scene, such as a cozy style cafeteria-type reading area, a serene style garden-type reading area, etc., in order to satisfy the reading needs and preferences of different groups of readers. For example, in the design of the forest reading corner, in addition to plant and sound effect design, natural wood, stone and other materials can be used or natural light can be introduced with the help of skylight design to bring readers a more comfortable reading experience.

Finally, the innovative application of digital technology is also one of the most important indicators of the effectiveness of public libraries in building physical space. Beijing Library, through the construction of VR reading room, using virtual reality technology, augmented reality technology, etc., allows readers to wear VR headset to visit art exhibitions, historical scenes, etc. to browse digital literature or books^[12], public libraries can also learn from its experience to construct a virtual scene space. For example, public libraries can use augmented reality technology to create virtual historical dialogue scenes based on the construction of the scene space of the ancient academy, so that readers can obtain a richer and more diverse immersive experience through dialogue and interaction with historical figures.

5.2 Enhance the Reading Experience with the Cultural Connotation of the Scene

The cultural connotation of the scene focuses on the excavation of local culture and history in the scene, and its integration into the scene design of public libraries and reading promotion activities, in order to stimulate the readers' enthusiasm and desire to explore the cultural elements, and to cultivate their identity and self-confidence in their own ethnicity and region's culture.

Firstly, public libraries should carry out in-depth excavation around specific themes or cultural elements, such as inviting historians, artists, folklore scholars and other experts and scholars to carry out in-depth analyses by carrying out thematic lectures, seminars and other activities for specific cultural topics such as excellent local traditional culture and ancient history, so as to provide readers with ways to learn about specific cultural history, art and other aspects of knowledge and different perspectives.

Secondly, in public cultural undertakings, public libraries can only gather the "synergy" and "centripetal force" for high-quality development through synergistic co-operation with other cultural undertakings. The "GLAM" virtual alliance formed by art museums, libraries, archives, museums and other units, through multi-disciplinary and multi-level cooperation and interaction, improves the reading platform construction in the construction of public cultural undertakings, cultural protection and other levels, and realizes the in-depth promotion of scenario-based reading^[13]. Therefore, public libraries can co-operate with museums, art museums, archives, etc., and make use of the differentiated advantages of different institutions, such as the expertise and book resources of public libraries and the aesthetic value excavation and shaping of art museums, to jointly organize book exhibitions, book culture promotion and other activities, so as to create rich and diversified cultural scenarios.

Thirdly, public libraries should collect and purchase relevant books, audio-visual materials and so on according to the physical space scene theme appearance characteristics, or regularly carry out questionnaire surveys, seminars and so on, to investigate the reader's expectations and suggestions for the scene cultural connotation shaping, and make timely and dynamic adjustments according to the reader's feedback.

5.3 Stimulate Readers' Curiosity with Scene Dynamic Interaction

Scene dynamic interaction is the future development trend for public libraries to carry out scene-based reading promotion, which creates a highly active, interesting and participatory scene through the introduction of interactive elements and innovative technological means, in order to enhance the communication and interaction between readers and the scene, optimize the scene concept of "collective memory", and continuously improve "user stickiness", and meet the efficient interactive needs of different reader groups. It also optimizes the concept of "collective memory" by introducing interactive elements and innovative technological means to create highly active, interesting and participatory scenes to enhance the communication and interaction between readers and scenes, optimize the concept of "collective memory" and continuously improve the "user stickiness" to meet the efficient interactive needs of different reader groups.

On the one hand, in order to promote dynamic interaction of scenes, public libraries can introduce interactive displays and facilities. For example, public libraries can set up interactive displays based on intelligent touchscreens in historical scenes, so that readers can learn about historical events or people through touchscreens, and supplemented by multi-perspective, multi-level explanations of historical events to meet the needs of different types of readers at different levels.

On the other hand, public libraries should make use of modern technology to enhance the dynamic interactivity of scenario-based reading, introduce virtual reality (VR), augmented reality (AR) technology, etc., and combine book content with digital scenes, which can not only use augmented reality technology to set up an interactive reading area within the library, so that readers can, through virtual devices, interact with the characters or scenes in the books, and enhance the reading fun and With the help of augmented reality technology, readers can scan the contents of books and get related audio and video explanations, providing an immersive reading experience.

5.4 Increase Scene Awareness with Scene Marketing Promotions

Scenario marketing, as an important part of scenario-based reading promotion in public libraries, involves marketing strategies, promotional tools and other figurative content, which is related to the enhancement of public libraries' visibility and attractiveness.

Firstly, the core of scene marketing promotion is "marketing", so public libraries should develop a comprehensive marketing strategy. Firstly, public libraries should take advantage of the "online + offline" dual-line approach, through online questionnaire research, offline field interviews, etc., to fully understand the reading interests and needs of the target readers; secondly, public libraries should carry out multi-scenario analysis of the research data, to determine the focus of the scenario-based reading promotion, the objectives and marketing strategies; lastly, public libraries can focus on brand building, to create cultural symbols, cultural IPs, etc., unique to the library, to enhance visibility and influence. Finally, public libraries can focus on brand building to create their own cultural symbols and cultural IPs, etc., to enhance the visibility and influence while guiding the audience groups to produce a cultural identity and psychological belonging in the sense of the community, so as to provide a solid support for the successful implementation of the national reading promotion model. For example, based on their own characteristics, public libraries can carry out in-depth excavation of book content, design and develop cultural and creative products, and through reading contests, knowledge competitions and other activities, give the cultural and creative products as prizes, in order to stimulate the readers' interest in and desire to come to the library to read.

Secondly, public libraries should make comprehensive use of multi-channel and all-media means, including traditional media channels and social media platforms, to achieve three-dimensional marketing and promotion. Public libraries can not only make use of traditional media channels such as TV, radio and newspapers to release relevant promotional information, but also make use of social media and self-media platforms such as Xiaohongshu, Weibo and Jieyin to create unique and distinctive reading

promotion scenarios, display the library's colorful internal and external spatial environments, and attract the attention and participation of more readers.

Thirdly, public libraries should place a key position in promoting the integration of virtual reading space and physical scenes. The virtual reading space can be built by constructing the official website or mobile phone APP of public libraries, providing readers with online reading, e-book lending and other services, and constructing a virtual reading space; the physical scene is created by designing interactive reading scenes such as thematic exhibitions and reading corners in public libraries, attracting readers to come in to the library to read. By promoting the integration of virtual reading space and physical scenes, public libraries provide readers with diversified reading experiences while broadening promotion channels to meet readers' differentiated reading needs.

5.5 Digital Transformation through the Medium of Digital Technology

In the context of the digital era, the application of digital technology media has provided public libraries with rich and powerful tools, which is a must for the digital transformation of the service model, helping to create a good cultural atmosphere, optimize the ecological chain of reading for all, and expand the influence of reading promotion.

Firstly, public libraries should take the integration and optimization of digital resources as the main goal of improving the urban public reading service system in the digital age, and build up a comprehensive and diversified digital resource base covering e-books, online journals, databases, audio and video materials and other categories. Secondly, public libraries can set up professional websites and mobile applications to provide readers with online reading guides, resource recommendations, activity notifications, etc., so that readers can get the reading content or information they need anytime, anywhere, and also provide online reservation, borrowing and renewal services to break the "time and space" limitations, and realize the convenience and interconnection between readers and the public. Interconnectivity. Thirdly, public libraries should make use of the data analysis and evaluation tools provided by digital technology media to focus on the digital construction of personalised services and intelligent recommendation system. Through the data analysis and scientific evaluation of digital technology media, public libraries can collect and analyze large-scale data elements, analyze which scenes are welcomed by readers, which promotional activities have achieved good results, as well as readers' reading preferences, readers' behavioural habits and other conclusions, in order to make timely dynamic adjustments and system optimisation; in addition, based on the analysis and evaluation of regular data, public libraries can make use of Artificial intelligence technology, in-depth analysis of readers' reading history, book preferences and behavioural patterns, etc., to continuously optimize the recommendation algorithm and provide more accurate and personalized reading recommendations.

6 Conclusion

Scenario-based reading in public libraries is an important initiative to meet the needs of modern readers, promote the broadening of reading horizons, enhance the reading experience of readers, and strengthen the attractiveness of reading, create reading scenarios that meet the interests and needs of readers, and establish an emotional link with readers through the realization of "scenarios of physical space", "scenarios of cultural connotation". By realizing the multi-dimensional resonance of "scene physical space", "scene cultural connotation", "scene dynamic interaction", "scene marketing and promotion" and "digital technology media", it establishes emotional links with readers. The multi-dimensional resonance of "scene cultural connotation", "scene dynamic interaction", "scene marketing promotion" and "digital technology media" establishes an emotional link with readers, and promotes the deepening of the value of scene reading promotion.

Looking to the future, with the continuous progress of digital technology and the diversified development of society and culture, public libraries urgently need to explore the construction strategy and realization path of the scenario-based reading promotion mode, and build up a flexible and dynamic response mechanism, starting from the micro level of innovative application of "Virtual Reality" (VR) and "Augmented Reality" (AR) technology, to the macro level of community, family and other large-scale promotion to create a "reading ecosystem". With the innovative application of "virtual reality" (VR) and "augmented reality" (AR) and other advanced technologies, the public libraries should take the micro level as the starting point for the diversification of reading themes and materials, and then go to the macro level of community and family to promote the creation of a "reading ecosystem", build up a flexible and dynamic response mechanism, and continuously improve the quality and level of their own services, so as to contribute to the construction of a learning society.

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