

## A Preliminary Research on the Reading Promotion of University Library

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**Abstract:** Under the background of universal reading, university library shoulders the important task of reading promotion. In the face of the status quo and problems of the reading promotion of university libraries, this paper uses the theory of empathy to explore the necessity, validity and feasibility of the construction of university library leaders, reading promoters and readers empathy, to innovate the work ideas for the reading promotion of university library to provide reference for the reading promotion research of university library.

### Introduction

In recent years, with the emergence of emerging media and online electronic literature, the degree of freedom of reading choice of university students gradually increased, the university library access rate and book lending rate showed a gradual decline trend. Reading promotion of university libraries as the most basic and most important work is facing unprecedented challenges. In the face of the grim situation, how to break the dilemma of reading promotion of university library and improve the utilization rate of the library literature resources is a difficult problem to be solved in front of the university library. In this paper, empathy theory is used to make the library leaders and reading promoters stand in the reader's perspective to empathy, to seize the reader's reading psychology, and to view the literature resources, service work and library work team of the university library from the reader's point of view, with a view to the university library reading promotion work to provide a new work idea, to promote reading promotion work to achieve good results.

### Empathy Theory Development Course and the Use and New Connotation of University Library

Empathy, also known as transpositional consideration, transference, is a way of standing in the opposite position of thinking, is a technology and ability to enter and understand the inner world of others, and this understanding to convey to others.

Empathy main experience the following four stages<sup>[1-2]</sup>: The representative of the first view is the empathy concept of cognitive orientation about Piaget (1932), which regards empathy as a cognitive understanding of the experience of others. The representative of the second view is the empathy concept of emotional orientation about Stotland (1969), that empathy is completely emotional process, is the emotional state of others and the emotional response. The representative of the third view is two-component theory about Gladstein (1983), that empathy includes both cognitive and emotional components, or sometimes cognitive process, and sometimes emotional process, Which category depends on the specific circumstances. The fourth view is the empathy concept of multi-dimensional orientation, on behalf of Davis (1983) proposed to empathy as the complex

structure of a variety of components , that should include at least four components and four dimensions (point of view, empathy Care, imagination and personal pain) <sup>[3]</sup>; on behalf of Morse etal. (1992) argue that empathy consists of four components of emotion, morality, cognition and behavior <sup>[4]</sup>.

Empathy theory originated in foreign countries, application and research time in the domestic is not long, from the search literature found that the current empathy is mainly used in medical care and university students in the field of moral education. In this paper, the theory of empathy is applied to the reading promotion activities of university library. Based on the four-dimensional empathy measurement tools of Davis and Morse, this paper takes the leaders ,the reading promoters and readers of university libraries as the research object, to give empathy new connotation.

The empathy of the university library field is one of the main professional qualities that the university library leaders and workers should have. It refers to the experience and ideas of the university library leaders and workers who can understand the inner feelings ,and a cognitive quality for communication with readers to carry out reading promotion , it emphasizes the university library leaders and workers in grasping their roles and responsibilities at the same time, from the reader's point of view of thinking.The empathy of the university library field is also the literacy of university readers,university readers only stand in the library point of view, a real understanding of the library's literature resources and services in order to occupy the initiative, faster access to first-hand literature resources and modern information technology. Empathy as a concept of psychology, is the most important code of conduct in the process of interpersonal communication, is the best way to stand by others' positions and perspectives to get trust from others <sup>[5]</sup>.

### **The Current Situation and Existing Problems of University Library 's Reading Promotion**

Under the background of advocating universal reading and building scholarly society, university library is the center of school literature information resource, carrying the personnel training, cultural innovation and the creation of scholarly campus, so it is very important to the role of reading promotion function. At present, the national university's reading promotion work has been initially established, both from the theoretical research, and from the practice of exploration, has made some achievements, but there are still some outstanding problems, to inhibit the development of reading promotion work.

**University Library Reading Promotion Work Scale Limitations, Lack of Influence and Visibility.** Although the reading promotion of university library has been paid to more and more attention , but did not set up a specialized agency, only as a temporary work of the ministry of circulation and information service center , only 1-2 people being responsible for, resulting in the scale of reading promotion limited, and therefore failed to cause a high degree of attention at the school level, to form the brand effect.The university library staff's own participation is not high to reading promotion work, resulting in the scene of reading promotion deserted, readers involved in the enthusiasm of the low; at the same time the reading promoters have themselves work, it is difficult to take into account, leading to reading promotion work Often lagging behind, arbitrariness, lack of initiative and planning and so on. Therefore, the reading promotion work of university library should be caused by the importance of library leaders, to determine the functions of reading promotion departments, to expand the scale of staff about reading promotion work , to enhance the linkage of the joint efforts ,to mobilize the enthusiasm of the staff, and constantly to enhance the

influence of reading promotion.

**University Library Reading Promotion Work Shortage of Funds, Lack of Innovation, Low Efficiency.** The shortage of funds is the main factor restricting the reading promotion of university libraries. Lack of financial support, so that reading promotion work of university library is very difficult, because the preparatory work and the late development of the reading promotion need for financial support, while readers to participate in the promotion also need material incentives, not just rely on spiritual incentives. In view of this, the reading promoters of university library are fear of trouble, initiative and enthusiasm are not high, lack of self-fulfillment and recognition of work. It can be seen that reading promoters of university library do not stand in the height of cultural education to affirm their own work, not to understand the nature, meaning and importance of reading promotion work, lack of awareness and study of reading promotion, think reading promotion is just a good book recommendation and a few promotional activities, but not too much attention to the effect of reading promotion work, a single form, obsolete, leading to lack of innovation and appeal in reading promotion activities, the reader's satisfaction not tall. Therefore, university library leaders should strengthen thinking, organization and style construction of the reading promoters to help their own love of reading promotion work of university library, to stimulate their innovation, To enhance the level and effectiveness of reading promotion work of university library.

**University Library Reading Promotion Work out of the Reader's Psychological Needs, Leading to Poor Participation of Readers, and unsatisfactory effect.** Readers, literature resources and reading promotion organizers constitute the three elements of reading promotion work, one of the most difficult to control the elements for the reader, the reader is the starting point and the end point of reading promotion work. Reading promotion work focus on the reader this key Elements, to the reader as the object of study, the reader's satisfaction as the test results of reading promotion work. Ruan Gang Nazan's "Five Principles of Library Science" clearly states that the book is for use; each reader has his own book; each book has its readers; saves the reader's time; the library is a growing organism. It can be seen that the reader is the meaning of the existence of the library, but the current reading promotion work of the university library is seriously out of the reader's reading psychological needs, but from the perspective of the reading promoter to carry out a series of self-subjective reading promotion work. Most reading promotion work without prior consultation with the reader, after the event did not design the questionnaire, not access to readers feedback. Some reading promotion work of university library are only to the number of readers to participate in the activities and the number of activities as the evaluation criteria, resulting in poor reading promotion effect. Therefore, reading promoter of university library should increase the cognitive learning and use of empathy, to strengthen the research from reading psychological needs of the reader group, standing on the reader's point to read the library reading promotion work, and constantly improve the level and effectiveness of library reading promotion work, letting readers to return to the stage, singing the main theme of reading promotion work of university library.

### **University Library Reading Promotion Exploration under Empathy**

As the saying goes: care, change the point of thinking, all problems solved. Therefore, the key medicine of reading promotion of university library lies in empathy. University library leaders by the use of empathy (cognition, emotion, caring, pain, behavior, imagination) can stand in the essence of reading promotion work to look at its importance. University library reading promoter by

the use of empathy (cognition, emotion, caring, pain, behavior, imagination) can better understand the needs of the reader, to improve the relevance and effectiveness of the work carried out, and thus to enhance the value of the work. Reader by the use of empathy (cognition, emotion, caring, pain, behavior, imagination) can be used to understand the library reading promotion work more closely, and to increase the interest and motivation of the reader. Only the three growing organisms to achieve a harmonious integration, university library reading promotion work will be able to step onto a new level.

**Reading Promotion of University Library - Exploration on the Necessity of Leader' Empathy Establishment.** The orientation and development of the reading promotion work of the university library can not be separated from the attention and decision-making of the university library leaders. Therefore, it is necessary to strengthen the empathy (cognition, emotion, caring, pain, behavior, imagination) Instilling of university library leaders, causing the resonance of the university library leaders. Although at present, university library reading promotion work more and more was paid attention by university library leaders, most of the university library reference work, book culture festival activities, discipline service framework has been set up, but the degree of attention is not enough to the reading promotion work, The effect is not obvious, the library resource utilization rate is still not high. University library leaders attach importance to the beautification of the library environment, the improvement of hardware facilities and the purchase of paper electronic resources, ignoring all the resources for whom to buy, how effective to use. The lack of system planning, the shortage of funds, the tension of human resources, the slackness of the promoters' thoughts and so on are all urgent problems to be solved in the reading promotion work of university libraries. Therefore, it is necessary to construct the concept of empathy (cognition, emotion, caring, pain, behavior and imagination) of university library leaders, analyze their empathy characteristics, formulate corresponding empathy measurement tools. Library leaders can stand in the reader and reading promotion work point of view, seriously think about the status of university libraries, the existence of the crisis, to enhance the understanding and attention to reading and promoting work, increase investment in reading promotion work, pay attention to the building of reading promoting work team, to strengthen the organization and leadership of reading promotion work, the only way, the university library cultural education function can really play out.

**Reading Promotion of University Library - Exploration on the Effectiveness of Reading Promoter' Empathy Establishment.** The organizers and implementers of the reading promotion of the university library are reading promoters, the work ideas of the reading promoters, working methods, working medium, working forms and work content directly affect the reading promotion work, and the reader's participation is a key factor in evaluating reading campaigns. Only to adjust the enthusiasm of the reader, reading promotion work of university library in order to achieve good results. Although a series of questionnaires and interviews have been conducted for readers by reading promoters in the university library, the questionnaire and interviews are only subjective research on reading activities, starting from the answers set by the reading promoters themselves, such as: Which of your favorite reading promotion form, means, content and so on, and strangled the reader to take the initiative to speak. Therefore, the reading promoters of university should be effective use of empathy, grasp the nature of reading psychological needs of the reader, subconsciously to carefully analyze the reader's characteristics in reading cognitive, emotional, caring, pain, behavior, imagination, standing reader's reading demand point of view to carry out the corresponding reading promotional activities, not just unilaterally to complete the reading

promotion. Only in this way, readers have a sense of reading belonging, reading promotion activities of university library can really be the reader's favorite and welcome.

**Reading Promotion of University Library - Exploration on the Feasibility of Reader' Empathy Establishment.** All the work of university library is carried out around the reader, in terms of popular, the reader is whom university libraries livelihood depends on. Reading promotion work of university library in order to be successful, On the one hand is to obtain the reader's support from the reader's point of view, another major factor is to obtain the reader's understanding, to build the reader's empathy (mind, emotion, caring, pain, behavior, imagination), give full play to the characteristics of the university library readers about youth, energetic, dry foot, more ideas, let them directly participate in the organization and implementation of reading promotion activities, close contact with the library reading promotion work, in-depth understanding of the library literature resources treasures and potential value, feel the significance of reading promotion work. The university library should carefully analyze the reader's empathy, and should guide the cognitive, emotion, caring, pain, behavior and imagination, and use the incentive mechanism appropriately to make readers take the initiative to join the library reading promotion team. In the literature excavation and reading promotion activities, the university library constantly satisfies the needs of readers in cultural literacy, interpersonal skills, organizational skills, to resolve their difficult feelings, to improve the interest degree of readers participation. University library only master the reader's empathy, in order to have a huge reader base, reading promotion work to get better and better, to get wider and wider.

## **Conclusion**

It is a new attempt to apply the theory of empathy to the reading promotion work of university library. This paper starts from the three factors of leader, promoter, reader that influence the reading promotion work of university library, and analyzes the necessity, effectiveness and feasibility of establishing empathy, in order to form a tripartite linkage, to provide a new idea, new exploration for the university library reading promotion work. In the future, we will develop the corresponding test tools for the leaders, promoters and readers of the reading promotion work of the university library, and further understand the empathy features of the leaders, promoters and readers of the reading promotion work of university library, to provide the data basis and reference for the reading promotion work of the university library, and to fill the theoretical and practical research on the reading promotion work of the university library.

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