

Reading Survey and Promotion Strategy of College Freshmen Based on the Needs of Readers

Taking the Library of China West Normal University as an Example*

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Abstract—Reading promotion activities for the freshmen are beneficial to the development of reading habits and the development of later reading promotion. It is based on the analysis of the investigation, think for freshman should take a series of reading promotion strategies, including the strengthening of the library utilization guidelines, strengthen the pertinence of reading guidance, to create a comfortable and quiet environment, the library warm strengthen digital reading promotion, continued to do new reading promotion, and departments in collaboration with the reading promotion and strengthening reading promotion feedback and evaluation mechanism.

Keywords—readers' needs; reading survey; reading promotion; college students' reading

I. INTRODUCTION

At present, there are various forms of reading promotion activities in university libraries. Through a series of books publicizing or organizing lectures, reading activities and other activities, we can enhance the interest of readers' reading and cultivate their reading habits [1]. The early development of College Students' reading interest and reading habits is very beneficial to their future study and work. For freshmen, as a result of the high school task, just stepped into the University, everything is new, full of longing for the life of the University. At this time if the university library can guide, through the understanding of freshman reading background, reading preferences and reading needs, and take corresponding measures to guide the promotion of reading, for freshman readers reading interest, reading habits and culture for the library reading promotion work, is undoubtedly of great help and, can play a multiplier effect.

II. OBJECT AND WAY OF INVESTIGATION

The object of this survey is the freshman of the 2017 level of our school, which basically covers all the schools of the school. The proportion of male and female students is 252:228, which has high representativeness. The way of investigation is to set up special exhibition hall for New

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Year's work when the freshmen are registering, and randomly distribute questionnaires. 500 questionnaires were sent out, and 480 effective questionnaires were collected.

III. ANALYSIS OF THE RESULTS OF THE INVESTIGATION

A. Investigation and Analysis of the Use of the Library before the University

The survey found that 68.3% of the students in the high school had a library (room), and there was no library for 33.8%, which had a considerable proportion. In high school, only 11.1% of the local public libraries are used, and 56% of them have been there occasionally. Up to 31.7% of the students have never been to the local public library. It can be seen that the utilization of the library is relatively small for freshmen. Due to the heavy workload in high school, the public library has no time to visit, many high schools have not set up libraries, leading to a large proportion of students have never used the library.

B. Investigation and Analysis of the Reading Situation before the University

There are three problems in the investigation of the reading situation before the University. For the "high schools time whether to read extra-curricular books" survey, 36.7% of the people said "often", 62.3% of the people said "sometimes", only 7.6% of the people chose "no". For "high school reading carrier type", 35.6% of people only read paper books, 7.6% of them only read e-books (including online works), and both accounted for 56.9%. The high school reading book type is concentrated in the "literary masterpiece" "spirit" and "modern fiction" and "entertainment" network novel", respectively, accounting for about 51.89%, 52.7%, 45.89%, 38.2%, 32.7%, science and technology, classical novels, poetry, prose books read less. It can be seen that, although the high school curriculum is tense, most students are willing to read extracurricular books. Reading is mostly paper books, and electronic books have been chosen for more than half. The reading books are mainly based on the literary type of leisure class, and the reading of science and technology classicism is not enough.

C. Investigation and Analysis of University Library

For a freshman, University Library in mind is basically a collection of many, can meet their dream of reading ", accounting for 76.2%, 22.89% of people think that the university library is the " sacred temple of knowledge, "said don't understand or indifferent to the number of people accounted for 1.2.6%. Based on this, 91.2% of the people said that during the University, they "often go to the library reading", indicating that "occasionally go" accounted for 8.8%, "do not want to go" people do not. According to this, the vast majority of the freshmen think that the library is a rich collection of books; the university is willing to enter the library for reading.

D. Investigation and Analysis of Reading Tendency during University

In the show "freshman college life the most want to read the book" survey, want to read "modern fiction" and "inspirational" numbers were 32.6%, 43.4% of the readers want to read "Ancient Chinese Literature Search classic" "entertainment" for the number of 42.2%, 21.3% of the readers want to read "books" and "English reading" the number of 65.6%, 42.2%. In the carrier type of books, the number of people who prefer to read paper books is 95.6%, and only 7.6% of them choose to read electronic books. The results showed that freshmen's reading is still academic, and professional books and English readings account for a large proportion. In addition, the difference between modern novels and senior high school is that the number of people who want to read classics books are relatively large. The carrier type of books is unusually consistent, which accounts for more than 95.6% of the people who are more willing to read paper books. The knowledge of electronic books is not enough and the readings are not high.

E. Investigation and Analysis of Digital Reading

For the attitude towards digital reading, the interest of freshmen is not too high, which means only 14.6% of the "likes", which means 66.8% of the "general" accounts for 19.4%, and the other one clearly says "do not like" digital reading. For the e-book lending machine provided by the library, 28.6% of them will read, 68.1% of them will try sometimes, and nearly 11% of them will not try or hold an indifferent attitude. From the survey results, may be due to not enough understanding of digital reading, the vast majority of freshman's digital reading interest is not high, but for their eyes also are willing to try new things, promotion is a good news to the library next digital reading.

F. Investigation and Analysis of the Promotion Effect of the Library Reading to the New Reading

For the new books recommended by the library, the reading rankings and so on, 56.8% of the people expressed "attention and reading". 45.9% of the people expressed that they would understand that there was a small number of people who expressed no concern or indifference, accounting for only 6.2%. It is very necessary or necessary for the freshmen to investigate the new reading and promotion to the library, which is very popular with them. The library reading

promotion activities through the year, 42.2% said "knowledge of how to use the library," 37.4% said "I can attract more in the future of library reading", 39.1% of people said that in the new year to provide the library reading promotion activities "to read the information selection and reading". It can be seen that the library's reading promotion activities have achieved the desired effect, which can guide the freshmen to read, the new book recommendation and the reading rankings.

G. Investigation and Analysis of the Future Reading Plan

The reading program in the future, 58.9% of the people in accordance with their list of books to read, "18.5% said" according to the layout of the teacher bibliography "read, 16.6% of people will accord the recommended bibliography reading," and 26.4% said "do not plan with reading". In the subjective questions in the freshman also put forward their own on the library provided by the reading service expectations, mainly focus on: to provide guidance for reading freshman; often recommend appropriate bibliography; build the quiet, clean, comfortable and pleasant environment, convenient and humanized facilities; electronic reading facilities often increase; organize various reading activities.

IV. READING PROMOTION STRATEGY FOR FRESHMEN

A. Strengthening the Guidance for the Use of the Library

From the survey results, freshman of the University Library in two situations: one is have a good imagination to the library, that library is the palace of knowledge, can meet their reading dream, in order to compensate for the high school library or to visit the library without regret. Two is a little knowledge of the library, although there is a good desire to read, but not too much use of library resources. The library should grasp the freshman first entered the key period and rich beautiful vision of college life, through a variety of ways to publicize the library, let them understand the library, library, library is willing to love, guide them to use the library and enjoy reading at the library. Properly guiding the freshmen when they enter university, will enable them to have a good impression on the library and establish good relations, which is conducive to the effective development of library reading promotion.

B. Strengthening the Pertinent Guidance of Reading

To carry out targeted reading instruction in the freshman in reading the important link of the promotion, although their desire to read and reading interest is very high, but the lack of understanding of the library, if no one to guide, the sparks of fire might go out, if you can be guided by this "Liaoyuan", in the light of its general trend, It is beneficial to the formation of reading potential. The specific content and ways to guide the museum because of different situation can, such as guiding the freshman established Reading Association, regularly carry out reading activities; around a theme, a festival to carry out relevant reading activities; the use of venues advantages held various seminars, exhibitions and exhibition; guided the establishment of volunteer service organizations in the library work to deepen understanding of

library; celebrity masters to the library to carry out the reality of library activities; librarians regularly or not regularly carry out reading class special counseling report[2]. It is believed that the reading guidance of this kind will play a very good role in the reading guidance of the freshmen.

C. Create a Comfortable and Quiet Environment in the Library

Warm and harmonious reading environment is essential for reading. During the investigation, freshmen have expressed their requirements for the environment. It is suggested that the library provide a quiet, clean, fashionable, comfortable and humane environment. So the library should strengthen the construction of environmental culture, and strive to create a warm environment to meet the needs of its readers, such as the reading room of the library on the wall to hang portraits of celebrities, celebrities epigram, inspirational essays, calligraphy masters, increase reading environment and cultural atmosphere; the library set leisure reading area, configured with a sofa table, both for the convenience of readers can let the reader relax; proper arrangement of indoor green plants, combined with the layout design of different styles, with readers bring visual enjoyment; rational design of lighting application, designed for different regions with different lighting and other lighting style, let the readers have different experience in the library; setting the cafe in the museum, beautify the environment the layout, together with soothing background music, to provide a resting place for readers to read. This kind of humanized and warm environment can stimulate students' desire for reading.

D. Strengthening the Promotion of Digital Reading

Through investigation, it is found that freshmen do not know enough about digital reading and use it insufficiently, which leads to their attitude towards digital reading is not very active. Even some freshmen clearly disapprove of digital reading [3]. But for the digital reading equipment set by the library, most freshmen are willing to try it. The library should take active measures to promote the digital reading in the library, such as the internal rational placing electronic newspaper reading electronic books, etc. to facilitate their machine, contact, understanding and utilization of digital literature resources, form the habit of using social media to promote digital reading; digital reading, open micro-blog, WeChat public number, regular publicity, push digital read the information; to carry out digital resources by training, improve the ability of freshman digital resources utilization; organize relevant digital reading activities, competitions, awards, prizes and etc., improve the new enthusiasm etc.. Through a variety of digital reading promotion activities, freshmen slowly fall in love with digital reading.

E. Continue to Promote the Promotion of New Reading

From the survey feedback, welcome reading and promotion work is popular among freshmen. Through this way, they have a preliminary understanding and understanding of university library, so they will like the library and love reading. For the new reading promotion activities can be varied, in addition to booth set up to accept new advice, you can put the past

work and achievements in reading by way of display panels; each reading list can be made into a fine publicity boards, including the reading list and the list of college reading can be combined; digital resources for the exhibition of outstanding manufacturers, digital resources, publicity manufacturers also show the two-dimensional code library, shoot two hawks with one arrow library; micro-blog WeChat do propaganda page, scan code can take prize to expand the attention degree [4]. It is an effective way for the library to read and popularize the reading promotion in the later period of the library.

F. Collaborating with Departments to Carry out Joint Reading Promotion

From the reading plan for the freshmen, the role of the teacher is more important, and they are accustomed to the teacher's advice, not the librarian. For the bibliography in the reading plan, the number of books recommended by the reading teacher is larger than the number of readers who read the library's recommendation. Can the United College Counselors of Humanities and Social Sciences thought such as bibliographic recommendation, can also be combined with professional course teacher reading into the school, Union College can also set up different literary agency, reading and other student organizations, or jointly organized various forms of reading activities, so as to effectively recommend new reading work.

G. Strengthening the Feedback and Evaluation Mechanism of Reading Promotion

The system and evaluation mechanism related to the activities of reading promotion services are composed of librarians and readers. The planning of various activities is responsible for the librarians, and the participants are readers, but the lack of communication and communication between the two leads to the stagnation of the feedback mechanism. Therefore, the university library should strengthen the mechanism of reading and popularizing feedback mechanism in the implementation strategy of reading promotion service [5]. The establishment of the feedback mechanism of reading promotion is the platform for the communication between the libraries and the readers. Readers can through the library websites, WeChat, micro-blog, QQ online, email message or librarians do not regularly go to readers for face-to-face communication, the purpose is to let readers feel in the library to understand, participate in various activities after the evaluation and advice of the library, timely improved. At the same time, it is necessary to improve the evaluation mechanism of reading promotion. In the implementation of the reading promotion activities in library management personnel should formulate feasible evaluation mechanism, regular or irregular and objective analysis and evaluation, reasonable and accurate to have been carried out or will carry out activities, in order to improve the reading promotion activities to play.

V. CONCLUSION

Books are the main carrier of human civilization heritage, reading is an important way of cultivating the puzzle, "national reading" has risen as a national strategy, the

promotion of reading is a long-term project, and the university library reading promotion is the foundation and important content of its development. According to the reading promotion activities freshman, to seize the initiative, effective guidance and counseling for them, I shop with their own reality, take a variety of ways to carry out the new library reading promotion activities, already have a certain impact, to achieve a certain effect. In the new era, we will continue to explore the carrier and way of reading promotion activities in university libraries, cultivate students' interest in reading, and make them fall in love with the library, love reading, and make reading a life style with their life.

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