

The function and influence of university smart library technology on reading promotion mode

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Abstract: Under the traditional library management mode, it is very difficult to find and arrange books, which will not only increase the workload of librarians, but also make it difficult for readers to get a good reading experience. Relying on the application of intelligent technology, a smart library system can integrate all resources and build a more convenient network platform for users and digital library. The intelligent platform can push personalized information suitable for users' characteristics according to their basic information and interact with users. By analyzing the function and influence of university smart library technology on reading promotion mode, this paper discusses the reform and innovation of reading promotion mode from the aspects of broadening the promotion path, building a big data smart service platform, deeply mining user data, and analyzing readers' needs to adapt to the development of smart libraries.

1. Introduction

The library is an important place for the public to improve their comprehensive quality, and the state also attaches great importance to the participation of the whole people in reading activities. Under the traditional library management mode, it is very difficult to find and arrange books, which will not only increase the workload of librarians, but also make it difficult for readers to get a good reading experience. With the rapid development of information technology, big data, IoT, cloud computing, AI and VR directly promote the transformation of university libraries to intelligence, and smart libraries have become the research focus and development trend of the times [1-2]. As the latest model, smart library is the development trend and direction of university libraries in the future. Under the technical environment of smart library, how to use the intelligent and modern intelligent technology of library to carry out personalized and diversified reading promotion activities and research, so as to further meet readers' reading needs and improve their own service level is a common concern of many librarians at present.

2. The concept of intelligent library

As the latest model, smart library is the development trend and direction of university libraries in the future. Smart library is based on IoT, big data, blockchain, intelligent computing and other equipment and technologies, which combines the professional management of the library with intelligent perception and calculation, effectively, accurately and quickly provides users with the required literature, information, data and other resources, provides deep-processed knowledge services, and provides users with intelligent shared space and characteristic cultural space [3]. It is a library with organic integration of reality and reality.

From the way of reading promotion activities, it shows a diversified trend. At present, some reading promotion activities take the form of image ambassadors to promote the development of reading promotion activities through celebrity effect, such as hiring famous singers or hosts as image ambassadors to attract young people's attention to reading promotion activities. Smart library is mainly integrated with modern network technology and intelligent technology on the basis of university library, and then operated and served through intelligent equipment terminals. However, whether it is a traditional library or a smart library, their ultimate goal is to be people-oriented and serve users [4]. Let more people fall in love with reading and learning, guide people to establish

good reading habits, and learn knowledge from books to improve their cultural reserves.

3. The function and influence of smart library technology on reading promotion mode

3.1. Provide data analysis and intelligent technical support

The traditional reading promotion pays more attention to the relationship between the borrowing times and reading promotion, but ignores the relationship between the initiative and passivity of readers' reading behavior, and lacks data analysis between them. Smart library system can get more comprehensive information about readers, the distribution position of all kinds of books in the library, and even the borrowing information of books have detailed data records [5]. Mastering the above data can effectively optimize and integrate various data resources, accurately recommend books for readers, and improve users' reading experience and reading effect.

The traditional library reading promotion activities mainly focus on the relationship between the borrowing times and reading promotion, thus ignoring the relationship between the initiative and passivity of readers' reading behavior, and there is also a lack of data analysis between them. The relationship between resources and users directly affects the final reading comprehension and reading quality. Relying on the application of intelligent technology, a smart library system can integrate all resources and build a more convenient network platform for users and digital library. The intelligent platform can push personalized information suitable for users' characteristics according to their basic information and interact with users.

3.2. Promote the enhancement of reading consciousness

Under the background of the rapid development of information technology, the construction and development of smart library has a good trend. Smart library refers to the construction of a place that can provide high-quality reading services on the basis of modern intelligent technology, which can effectively improve the efficiency of knowledge and information sharing and meet the diverse reading needs of readers. Smart library has a strong comprehensiveness.

Smart library has become an important and indispensable product under the background of the Internet age, which greatly promotes the enhancement of people's reading awareness [6-7]. However, with the gradual increase of readers, the management and service quality of the library has become an important reference for readers to evaluate the level of library construction. By building a smart library, readers' doubts can be reduced, because a smart library can not only enable readers to quickly find satisfactory reading materials in a short time, but also provide more targeted services according to readers' reading preferences.

3.3. Provide a good reading environment

In a smart environment, library services will be combined with intelligent perception, computers and big data to accurately analyze users' behaviors in the library, and predict users' reading preferences, so as to provide users with all kinds of resources needed quickly and effectively, and meet users' needs for intelligent shared space and characteristic cultural space services. Three-dimensional retrieval function system is an important way to improve resource utilization efficiency and stabilize user groups.

University libraries not only provide information resources services for university teaching and scientific research, but also shoulder the important mission of cultural inheritance [8]. University libraries can attract university students' interest in traditional culture through a series of intelligent reading promotion services, so that students can have a deeper understanding of the inheritance, protection and innovation of knowledge, thus promoting their protection, inheritance and innovation of traditional cultural knowledge. Smart library can use various information technology tools in the management platform to collect users' reading characteristics, build a user information feature model, and turn data into visual information. Then, using the information obtained from the summary and analysis, we can understand the reading direction and preferences of users, classify users according to their reading habits, and accurately push the reading promotion information

resources for different users, making the reading promotion of smart libraries more accurate and efficient.

University is a temple for learning and spreading knowledge, and a holy place for teachers and students to read. Reading for college students is not only a way to spread knowledge, but also a requirement for self-development and self-improvement. It has profound and professional library resources, advanced information technology application and good reading environment. This makes the reading of university library not only have the sociality, practicality and intelligence of general reading, but also highlight the guiding and popularizing role of the library in reading, and emphasize the profound changes brought by reading culture to readers and universities.

4. Reform and innovation of reading promotion under the technical environment of smart library

4.1. Broaden the promotion path

Compared with the traditional library promotion mode, the smart library promotion mode can rely on the advanced nature of information technology, so we should make full use of the convenience of information technology to broaden the reading promotion channels of smart libraries. The large circulation service mode provides readers with great freedom and convenience. The large circulation cancels the restrictions of various borrowing rooms, and college students can carry their own learning materials and literature resources with them and freely enter and leave various reading service areas [9]. Using big data of schools and libraries, this paper analyzes readers' knowledge structure and borrowing structure, and promotes reading resources that meet grades, majors and interests to readers through the intelligent exchange platform, so as to guide correct reading concepts.

University libraries should make full use of intelligent and digital information platforms, strengthen the collection, processing and discovery of information resources, strengthen communication and interaction through various media, and continuously expand the depth and breadth of reading promotion. The school smart library should integrate various media in reading promotion, attract readers to participate as much as possible, and aim at improving readers' reading experience.

After in-depth analysis of users' personalized characteristics, smart libraries can enrich the types of reading promotion, such as: real-life library, book drifting, micro-book review and film review, online live new book recommendation and so on. The information resources of a university library can be directly connected to its university portal website, and the promotion of library information resources can be realized on the platform with relatively large number of views, so that readers can know the collection resources and use of the library conveniently and quickly. You can also use the mobile phone to push readers with resources that are easy to read on the palm at any time.

4.2. Build a smart service platform for big data

Smart library system is equipped with computer technology, big data technology and intelligent terminal technology, which can quickly analyze the relevant information data of users in the process of reading promotion, so as to find out the objective laws behind the data.

In the smart library system, the smart portal can be used to integrate the library system and accommodate massive data on the whole system platform. Through the analysis of interactive data, unstructured data and dynamic data, the trend and cutting-edge information can be obtained, which lays the foundation for the further deepening of reading promotion. The framework design of reading promotion activities under the smart library system is shown in Figure 1.

In the smart library system, the database and book resources currently purchased by the library are re-screened, and the metadata of paper documents and digital documents are described, integrated and organized in a structured way, so as to deeply explore the value of resources, so that readers can obtain effective resources conveniently.

On the one hand, the paper-based book resources in the library are classified and managed, and

the existing resources in the library are screened and integrated to tap their deep-seated value, which is convenient for the implementation of specific reading promotion measures in the later period and improves the promotion effect. On the other hand, we can integrate the resources of major university libraries, build a resource sharing platform, improve the utilization rate of resources, reduce the difficulty of obtaining resources, improve the service quality of resource platforms, and help users improve their own cultural reserves.

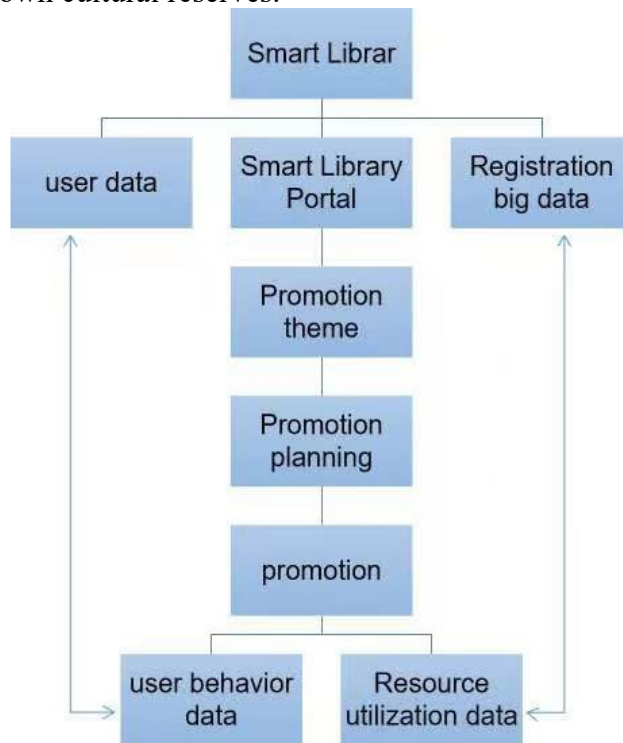


Figure 1 Framework of reading promotion activities in smart library system

4.3. Deeply tap the needs of readers

The user data collected in the smart library can not only serve as an important basis for resource recommendation and push, but also adjust the service and strategic planning of the library based on the analysis of readers' needs, so as to improve the utilization rate of resources and the management level of the library. For example, we can mine valuable information from readers' reading and browsing records, which is no longer limited to hobbies, but also can be studied from emotional, social, work and other aspects, so that the reading content available for readers is more comprehensive, which can not only save readers' searching time for reading resources, but also improve users' reading satisfaction [10].

In addition, it is also possible to comprehensively understand the readers' situation by combining multiple systems, such as course selection system, grades, and correlation analysis with the collected data, so as to promote the reading content more pertinently and enhance the reading promotion effect.

5. Conclusions

The traditional reading promotion pays more attention to the relationship between the borrowing times and reading promotion, but ignores the relationship between the initiative and passivity of readers' reading behavior, and lacks data analysis between them. Smart library system can get more comprehensive information about readers, record the distribution position of all kinds of books in the library and even the borrowing information of books in detail. Smart library has become an important and indispensable product under the background of the Internet era, which greatly promotes the enhancement of people's reading awareness. The development of university libraries to smart libraries has become an unchangeable trend in the future. Libraries should seriously

consider and actively explore, constantly improve the service efficiency and quality of reading promotion, actively promote the innovative development of new modes of reading promotion, and adapt to the development needs of the times with a brand-new attitude.

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