

## Difficulties and Strategies of Reading Promotion in Colleges and Universities under the Background of Fragmentation

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**Abstract:** With the accelerating pace of social development, people's reading habits, reading time, reading preferences and reading content show the characteristics of "fragmentation", which has a certain impact on the promotion of in-depth reading in the library. In this case, the library should fully understand people's reading demands in the fragmented reading era, establish a good image of spiritual civilization and purify the social and cultural environment through in-depth reading promotion. Fan Xiaoxu, chairman of China Library Council, proposed at the "National Library Reading conference" that libraries, as the mainstream information communication channel, should fully realize the importance of their own work, maintain a clear position in the era of fragmented reading, advocate quality in the midst of mud and sand, stick to their attitude in excessive entertainment, and tell more good stories to promote the core values of society, To distinguish right from wrong, promote righteousness, whip ugliness and resist vulgarity, we should carry forward the positive energy of upward and good. This paper analyzes the mode of library reading promotion, points out the dilemma of Library deep reading promotion in the era of fragmented reading, and expounds the ways to solve the dilemma of Library deep reading promotion in the era of fragmented reading from the perspectives of promotion system, content, function and operation, in order to promote the effectiveness of library reading promotion activities.

### 1. Introduction

In the Internet age, information explosion and unlimited resources provide technical support for expanding the scope of reading and enhancing the diversity of reading. With the rise and development of social media platforms such as microblog, wechat, micro video and client, people's reading means are enriched, but there is also the problem of information fragmentation. Information fragmentation is a major feature of the Internet era. Information is fragmented, which meets the reading needs of mass fast-food consumption and meets the target needs of the public to quickly understand information. The fragmentation of reading information will inevitably lead to the fragmentation of in-depth thinking, which will lead to the limitations of thinking and hinder the progress of thinking. Under the background of information fragmentation, university libraries need to constantly improve the management mode and improve the practical value of the library. The research on the reading promotion mode of University Library in the era of information fragmentation is conducive to grasp the macro situation, refine the reading promotion methods, improve the efficiency and quality of reading promotion, normalize and standardize the reading promotion work, and give full play to the comprehensive advantages of University Library in reading promotion.

### 2. Fragmentation overview

The word "fragmentation" appeared early in the literature of "postmodernism", "Deconstruction" and so on, which means that things are broken into pieces and separated from integrity. With the great leap forward development of economy and science and technology, the impact of fragmentation continues to expand to many disciplines, and fragmented reading also arises. In short, fragmented reading is a reading mode corresponding to traditional paper reading, which mainly takes electronic terminals such as mobile phones as the media, and the content is fragmented and

incomplete<sup>[1]</sup>. It has the characteristics of dispersion, disorder and shortness. The reading audience can break the restrictions of time and space and obtain information quickly. As social development has refined the division of labor, cultural diversity has brought multiple ideas, social transformation has accelerated the pace of life, and new media has increased convenience for communication, fragmented reading has become a new reading norm in fact. College students have a high level of education, and their acceptance and learning ability for emerging things are higher than the social average. They are the main force of fragmented reading. However, with the increasing coverage of fragmented reading, college students' attention is distracted to more and more media sources. The academic and social discussion on the social utility of fragmented reading is also deepening, especially the reflection on the disadvantages of fragmented reading(Figure 1).



Figure 1 Fragmentation

### 3. Summary of Library Reading Promotion Model

The main purpose of reading promotion is to establish good reading habits in the society, popularize the importance of reading, improve the reading consciousness of the whole society, enhance the reading level of the public and improve the cultural literacy of the public. Xie Rong In their paper on the construction of library reading promotion theory, Liu Wei and Zhao Shanshan believe that "library reading promotion is a variety of practices in which the library uses its information resources, equipment and facilities, professional teams and social relations to encourage all kinds of people to become readers of the library, cultivate their reading interests, develop reading habits or improve their information literacy". Library reading promotion mainly takes university libraries as the main body, and uses various online and offline ways to promote the realization and popularization of reading and promote the improvement of students' reading literacy<sup>[2]</sup>. The reading promotion mode of university library should not be limited. It should be combined with the characteristics of the network era of information fragmentation to create a reading mode loved by contemporary college students and provide reading services that can meet contemporary college students, so as to promote the innovation of reading promotion mode of university library, enhance the use efficiency of reading resources of University Library and create a

good reading experience of the library, Promote the implementation of national reading and promote the popularity of reading(Figure 2).



Figure 2 College Reading Promotion

#### 4. The dilemma of Library deep reading promotion in the era of fragmented reading

##### 4.1 Insufficient promotion depth and lack of professional appeal

In the era of fragmentation, the promotion of Library in-depth reading lacks an effective implementation path at the level of scope, function and content. At present, because the informatization level of Libraries in China is not high, most libraries still rely on conventional venues for reading promotion, and do not promote it in combination with the preferences of users in the era of fragmentation and the differentiated needs of small data; Restricted by the depth of promotion, the reading promotion activities carried out by many libraries can not meet the needs of users to accurately obtain knowledge and information, resulting in the lack of promotion validity<sup>[3]</sup>.

##### 4.2 Insufficient promotion connotation and lack of demand control

The promotion of in-depth reading in library can not comply with the development trend of the times and carry out targeted promotion according to the needs of people chasing spiritual culture. The reading promotion methods carried out by many libraries are still limited to the original promotion of the Three Character Classic, China's four ancient masterpieces and foreign literary masterpieces. This promotion method can no longer meet the reading needs of people in the fragmented reading era. In reality, there are even many libraries, due to the lack of literature purchase funds, it is difficult to reasonably allocate the collection of literature resources, resulting in the complete formality of reading promotion.

##### 4.3 Insufficient promotion validity and lack of organizational function

In the era of fragmented reading, the deep reading promotion of the library can not meet the development demands of the era of fragmented reading. There are obvious deficiencies in the effectiveness of the promotion, and it is difficult to achieve good results in the coverage of people, book borrowing rate and reading frequency<sup>[4]</sup>. In the era of fragmented reading, talents with

professional information skills and computer technology have entered large enterprises or portal platforms. It is difficult for the library to hire top-notch talents to meet the needs of the library, resulting in the serious lack of its organizational function.

## **5. Solutions to the dilemma of Library deep reading promotion in the era of fragmented reading**

### **5.1 Establish and improve the library deep reading promotion system**

To establish and improve the library deep reading promotion system is to gradually improve the reading promotion system according to the user needs of the fragmented reading era, realize the specialization, structure and systematization of deep reading promotion, embed the personalized service of library reading promotion in the process of improving the effectiveness of deep reading promotion, and establish an interactive platform matching the needs of readers. For example, Shanghai Library has introduced investigation mechanism, coordination mechanism and evaluation mechanism into the existing reading promotion mode, so as to optimize the reading promotion system, service system and development system through interaction with users, so as to form a good interactive relationship with users.

### **5.2 Fragmented integration and efficiency application of deep reading promotion**

The promotion of Library's in-depth reading should meet the development demands of the fragmented reading era, integrate through the "fragmentation" integration at the level of function, content and channel, and then comprehensively improve the effect of Library's in-depth reading promotion<sup>[5]</sup>. The author believes that the library can combine the fragmented time and reading preferences of users to design reading promotion paths based on Internet information channels, such as mobile app, information portal, personalized reading customization, etc., which can well meet the needs and preferences of readers, and then improve the effect of in-depth reading promotion. Zhongshan Library introduced O2O in combination with the actual needs of readers, that is, the organic combination of online channels and offline channels, which provides users with a reading path with free collocation of time and space, integrates and unifies the needs of fragmented reading, attracts a large number of users and forms a good reading atmosphere, with remarkable results.

### **5.3 Scientific construction of in-depth reading promotion mode and function**

The library's deep reading promotion should meet the development demands of the fragmented Reading Era and establish a regional linkage reading promotion model. For example, Xiangtan University Library, in combination with its own actual situation and other graphic information institutions, has refined the specific work contents of the library's in-depth reading promotion, created a regional linkage reading promotion mechanism, and established in-depth reading modules such as "big Coffee Forum", "academic sand dragon" and "national exchange" according to the professional needs of users, which has achieved good results in the region, Many successful experiences are worth learning from<sup>[6]</sup>.

### **5.4 Organization of Library's deep reading promotion and operation management**

In the era of fragmented reading, the promotion of Library in-depth reading should learn from the commercial operation and management mode to realize the organization of promotion process and operation management<sup>[7]</sup>. For example, with the support of special funds, Hebei Provincial Library, Henan Provincial Library and Jiangsu provincial library have actively embraced the Internet, established a regional library alliance, integrated a number of literature resources of provinces, cities, districts and universities, and specially set up in-depth reading promotion organization departments and institutions, which are independent of the overall organizational structure<sup>[8]</sup>. Professional in-depth reading promotion institutions can make collaborative use of resources and effectively control the promotion process of reading, and meet the diversified needs of users for the promotion of Library in-depth reading. Therefore, they are generally recognized by users.

## 6. Conclusion

The basic responsibility of university library is to guide and help contemporary college students form the habit of reading, have the hobby of reading, recommend high-quality books for them, make students like reading, and finally gradually drive the reading atmosphere of the whole society and improve the overall reading level of our country.

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