

Research on Evaluation of Reading Promotion in University Libraries

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Abstract: This paper adopts the balanced scorecard method to study and complete the preliminary evaluation of performance evaluation indicators of college library reading promotion activities to achieve the goal of standardizing relevant work details, improving the quality of reading promotion activities and improving the effect of activities. The balanced scorecard is introduced into the library reading promotion activity evaluation research to help the library standardize relevant work details, improve the quality of reading promotion activities, and promote the effective development of reading for all students.

1. Introduction

Since the launch of the national reading activities by 11 joint departments such as the Central Propaganda Department in 2006, all types of libraries have responded positively and carried out various types of reading promotion activities. Since college students are the main force in reading promotion activities, the importance of the university library's reading promotion activities for college students is self-evident. With the development of reading promotion, the theoretical and practical circles at home and abroad have begun to pay attention to the evaluation research of reading promotion activities. The author attempts to introduce the balanced scorecard into the library reading promotion activity evaluation research to help the library standardize the relevant work details, improve the quality of reading promotion activities, and promote the effective development of reading for all.

2. Research Status of Reading Promotion and Evaluation Mechanism in University Libraries

Using CNKI's H-finger attempt, it is found that the current research on domestic reading promotion activities mainly focuses on the study of specific business practices of activities, and there is little research on reading promotion evaluation, and there are fewer evaluations on the quality of reading promotion activities in colleges and universities.

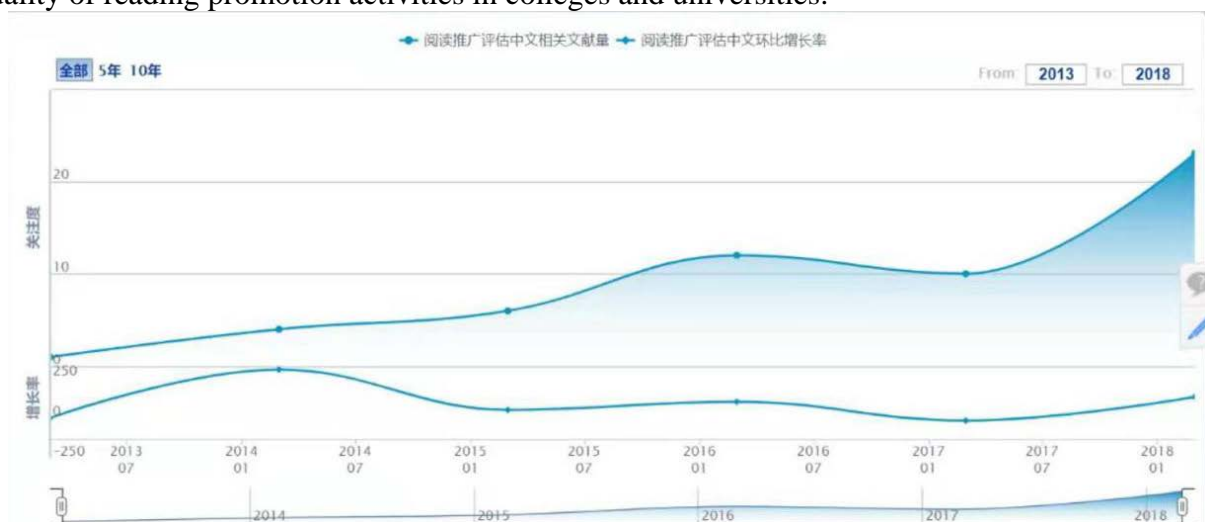


Figure 1 Domestic Reading Promotion Evaluation h Index Map



Figure 2 H Index Chart of Domestic Reading Promotion Activities

Although there are not many papers on the evaluation of reading promotion activities, from the content of published papers, the evaluation of reading promotion activities has gradually been paid more attention. The future research trend should be more reasonable, more comprehensive, more scientific and more systematic. Research on the evaluation index system will gradually apply these indicator systems to the practice of reading promotion activities [1].

3. “Balanced Scorecard” Technology and Evaluation of University Library Reading Promotion

3.1 Overview of the “Balanced Scorecard”

The Balanced Scorecard (BSC) is a management tool developed by Professor Robert Kaplan of Harvard Business School and David Norton of the Norton Institute in the 1990s. It uses causality as a link and starts with organizational strategy. Comprehensively evaluate organizational performance through four dimensions: customer, finance, internal business process, learning and growth. With the development of the Balanced Scorecard in the commercial field, its application scope has gradually expanded to the public sector and has shown its potential to be underestimated. The BSC mainly implements strategic planning through diagrams, cards, and tables (Figure 3).

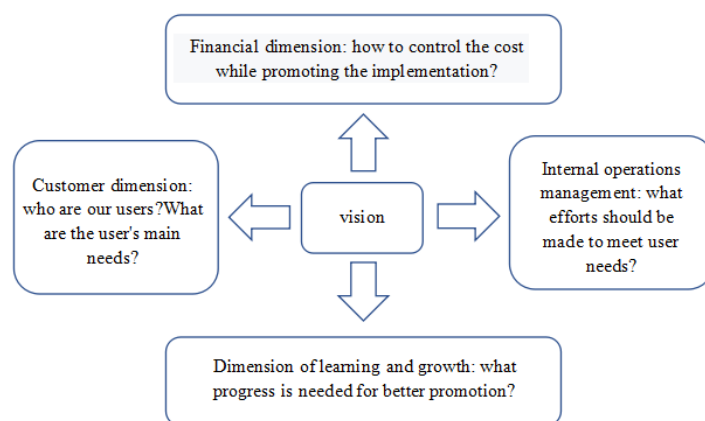


Figure 3 Balanced Scorecard Model Puts Vision into Action

3.2 The Feasibility of Applying Balanced Scorecard to the Evaluation of Reading Promotion in University Libraries

Currently, the Balanced Scorecard has been used in many areas. Including energy (Binhai Energy Company: rationalizing internal management), financial industry (Hanhua Bank: introducing integrated financial services), retail (Coca-Cola Swedish Beverage Company: increasing sales), real estate industry (Vanke: motivating enterprises Continued development) and

so on. As mentioned above, the introduction of the Balanced Scorecard has yielded many successful hands-on experience. They provide a realistic basis for the combination of library reading promotion and balanced scorecards. Therefore, applying the Balanced Scorecard to library reading promotion assessment can help the library evaluate the effectiveness of reading promotion in many ways. Optimize reading promotion activities that better meet the needs of readers.

Second, traditional paper resources are constantly being replaced by modern digital resources, prompting people's reading habits to change quietly. But no matter how the media changes, reading is still an important way for people to obtain information, understand the world, cultivate sentiment, and self-recognition [2]. In the past 10 years, the library reading and promotion work has made great progress. The theme of the event was recommended by a single paper book at the beginning, and developed reading promotion activities such as real-life libraries, theme lectures, literature, salons, online recommendations, etc., based on the Internet and mobile new media [3]. The promotion and promotion channels have also changed from traditional posters, banners, and leaflets to Internet and mobile new media such as library homepage announcements, Weibo, WeChat, and QQ [4]. Based on this, the evaluation of reading promotion activities can not be separated from the reading promotion activities themselves, and the descriptions are combined from qualitative and quantitative perspectives, and the research constitutes the constituent elements of reading promotion. On the one hand, the balanced scorecard ensures the rational allocation of resources in the early stage, and on the other hand, through the collection and analysis of various data during the implementation of the activity, the comprehensive evaluation of the activities is realized, so that the experience is continuously improved and improved.

3.3 The Value of “Balanced Scorecard” Applied to the Evaluation of Reading Promotion in College Libraries

First, the Balanced Scorecard combines the organization's long-term development goals with short-term development goals. At the same time, it focuses on and analyzes the specific implementation process of the organization in achieving the goals. It can reflect the process and effect of the organization's objectives relatively comprehensively and completely.

Secondly, although university libraries are non-profit organizations, there are also competitions among university libraries. In order to continuously strengthen their own strengths, they must constantly change their development goals according to the needs of readers and the development of the times to meet more challenges. Moreover, the balanced scorecard evaluation method is not result-oriented, and can comprehensively measure the internal and external performance of the organization, providing a comprehensive and comprehensive reference for the adjustment of the strategic objectives of the university library.

Finally, the Balanced Scorecard can refine the organization's strategic plan into specific indicators that can be implemented and evaluated. The administrators of the university library can quickly and comprehensively understand the development status of the organization through these indicators, and focus on key indicators. Always pay attention to the degree of influence of unpredictable factors on specific indicators, and timely correct the indicators that deviate from the target, so that the organization can progress toward the expected development goals. Therefore, the Balanced Scorecard has a good feedback function [5].

4. Construction and Operation Strategy of Evaluation Mechanism for Reading Promotion Activities in University Libraries

Since the Balanced Scorecard was originally designed for profit-oriented businesses, it must involve a redesign of its basic framework in order to be fully effective in the public sector, such as libraries. In addition, due to the differences between the public sector and enterprises, and the Chinese and Western political systems, the foreign research results of the Balanced Scorecard cannot be directly applied to the domestic public sector. Therefore, it is necessary to analyze the application of the Balanced Scorecard in the domestic public sector. According to local conditions, to fully reflect the domestic research situation and the latest progress in this field [6].

Table 1 University Library Reading Promotion Activity Balanced Scorecard Evaluation Form

Mission layer	Dimension layer	Indicator layer
Improving the performance of reading promotion activities in university libraries	User dimension	The breadth of readers' participation in the event
		The depth of the reader's participation in the event
		Satisfaction of readers participating in the event
	Resource configuration dimension	Input-output ratio of funds
		Resource utilization
	Internal management dimension	Early publicity
		Librarian's quality and service attitude
		Reading promotion team
		Facility equipment resources
	Learning and growth dimension	Collection literature resources
		Evaluation feedback
		Evaluation and integration of evaluators
		Document review

4.1 User Dimensions

Service is the main purpose of non-profit organizations, so user satisfaction is the highest goal pursued by non-profit organizations. When evaluating user dimensions, a variety of objective indicators can be used to make data visualization analysis. The library relies on homepage announcements, Weibo, WeChat, QQ and other Internet and mobile new media. Before and after reading the promotion activities, comparing the number of visitors to the library, recommending the amount of books borrowed, the number of views of related digital resources, the number of clicks on the library, the forum, etc., the number of followers, the number of comments, the evaluation opinions of the activities, etc., a successful Reading the promotion activities will show an upward trend. This can also reflect the breadth and depth of user participation.

The above indicators can only reflect the effect of surface reading promotion. The deeper meaning of reading promotion is to cultivate reading habits. Enable readers to gain new insights in the two-way communication between the world and the self. The Chongqing University Library has been committed to the reading promotion mode of reading by book review. Through a series of measures such as changing the lending process, virtual book club, point system, and selecting outstanding readers, the readers are encouraged to write book reviews and share reading experiences to achieve reading. The purpose of promotion [7]. The library's individual book readers' book review records, Douban's book review system, and Weibo book review interactive platform are all valuable research materials for the library, which provide a basis for the library to study readers' reading behavior through big data analysis. It is also an important reference standard for evaluating the success of each promotion event.

4.2 Resource Configuration Dimensions

As far as resource allocation functions are concerned, the reason for establishing an evaluation system is to solve the scarcity of resources. Insufficient investment and financial difficulties are the main problems faced by many colleges and universities when they carry out reading promotion activities. Open source and throttling is a wise move for libraries. To achieve the control of promotion costs, it should start from the combination of equipment acquisition cost, content acquisition cost, personnel cost and maintenance cost.

In the reading and promotion activities of the whole year, the university library should invest the main resources and manpower into the brand activities of the year in combination with its own characteristics, and carry out a series of activities centering on it. It not only avoids reading and promoting the same, but only goes through the field and the brand activities have outstanding performance and potential in the scope and strength of the impact. For example, the Shihezi

University Library promotes outstanding national works with the theme of exotic customs and culture; Xiamen University Library is the first to launch a graduation gift for graduates, which is divided into five parts: “Yangqi, First Love, Story, Book List” “Farewell”, was popular with graduates [8].

4.3 Internal Management Dimensions

The strong propaganda of the library in the early stage is an effective means to win the attention of the readers and guide them to participate in the library's reading activities, and to promote the smooth development of the reading festival activities. At the same time, the elegant and harmonious reading environment, good service attitude and high quality service quality are the good atmosphere for reading and promoting, which is the premise to attract readers to enter the library to enjoy reading.

Established a reading promotion organization and implementation organization to deeply analyze the reading psychology characteristics of college students, accurately grasp the reader's reading needs and reading interest, and provide a detailed reference for the development of a promotion program suitable for college students' readers. Linking the reading promotion activities with the performance appraisal of the librarians' daily work is the best way to mobilize the enthusiasm of the librarians, standardize the work flow, and clarify the division of labor. The library's collection of literature resources is the basic guarantee for the library to carry out reading and promotion activities. The facilities and equipment resources are the guarantee conditions for supporting the library to carry out the reading promotion activities. The library resources and facilities and equipment resources can be quantitatively evaluated according to the actual perception of the readers.

4.4 Learning and Growth Dimensions

The source of performance evaluation information for reading promotional activities should be the participants of the event. The collection of feedback should be based on multiple approaches. Feedback is collected through the information bulletin board of the library homepage, official Weibo, WeChat's activity feedback link, WeChat public number push, and other popular participation methods. Establish a library user point system, VIP privilege level system. Give users comments and forward reward points to friends to motivate participants to be subjective.

Reading the level of the evaluation team's level of evaluation determines the validity and usability of the evaluation results. The evaluation team should be based on the comprehensive scope of the reading promotion activities, the number of organizers, and the professional content of the activities. Including the library reading and promotion department professionals, organizers' representatives, student representatives, and external third-party evaluation agencies to conduct evaluation and analysis, and to assess the fairness and objectivity of the work, the credibility will be higher.

The annual reading promotion activities held by the library are the most valuable research cases, and the details of each activity are documented. Using the four dimensions of the Balanced Scorecard, the breakdown of the subdivision indicators under each dimension will be summarized and will provide a basis for reference and improvement for library reading and promotion activities in the future.

5. Conclusion

This paper proposes evaluation mechanism of university library reading promotion activities based on balanced scorecard, and discusses the composition and operation methods of four dimensions of the “balanced scorecard”, and theoretical research on the evaluation of university library reading promotion activities. It has certain enlightenment and reference for practical exploration. However, due to limited level of the author, it is only a rough analysis of the feasibility and mechanism of “balanced scorecard” applied to the library reading promotion evaluation, and better implement the application countermeasures of this method, such as industry advocacy, case

promotion and other research are yet to be considered.

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