

Reading Promotion Practice Based on PDCA Cycle At Huazhong University of Science and Technology Library

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Keywords: reading promotion, university library, PDCA cycle

Abstract. This article introduces the a series of reading promotion activities carried out by Huazhong University of Science and Technology Library, analyzes the necessity of reading promotion, applies PDCA cycle theory to library reading promotion activities, proposes the combination of classical reading and digital reading, reformation of book supply, and other initiatives to ensure the quality of reading promotion, improve library service quality.

1 Introduction

Reading is one of the most important human civilization activities. In recent years, China has paid great attention to the importance of reading, it is the basic concept of library services, reading promotion is an important barrier-free communication way between books and readers. China Library Association set up a reading promotion committee to guide and promote the joint efforts of all sectors of the library community to carry out reading promotion activities. Reading promotion has become one of the major topics of library work. The purpose is to enhance the reading culture and reading services, provide quality reading content and enhance readers' reading participation.

In recent years, there has been a sharp drop in the paper book lending volume of readers in colleges and universities throughout the country. Take our school as an example, from 2011 to 2014, Huazhong University of Science and Technology Library paper borrowing dropped sharply from about 1100,000 to about 470,000. In 2014, China's total number of mobile Internet users has reached 848 million, the scale of mobile Internet users reached 500 million, China has entered the mobile Internet era .[1]

The readers' reading behavior also shows the characteristics of shallow reading and fragmented reading. Library reading promotion must also adapt to the reader reading behavior change.

In response to new challenges and changes, we set up a reading promotion group, drawing on the PDCA management concept, to achieve a virtuous circle of reading promotion. PDCA cycle is a quality management method based on Total Quality Management, with high efficiency and reasonable advantages applicable to all aspects of various organizations, all aspects of the work. After several cycles of Plan, Do, Check and Action, the quality is stepped up.

2 PDCA reading promotion work

2.1 Planning stage

P (plan) plan, including the definition of guidelines and goals, and the planning of activities. Our library's reading and promotion work began in 2015 as the focus of work, and included in the library's strategic planning and annual work plan. A deputy director led the formation of a "reading promotion group" with members from the Information Consultancy Department, the Circulation Department, the Reading Department and the Technical Department. This will not only make full use of the expertise of librarians in various departments, but also provide librarians with a deeper understanding of students' needs in their daily work. On the other hand, the book club will be an important supplement to the group. It is a student organization affiliated with the library. Its work

includes participating in the construction of campus culture, actively carrying out all kinds of reading activities. Through the construction of multi-level team members from top to bottom, the library can build a continuous improvement of reading promotion operation mechanism. [2]

Through active "brainstorming", the team members made feasibility analysis of various proposals and finally found "a good book to walk with you" for reading promotion theme. The purpose is to hope that students in every scene in life can feel the fun of reading. We planned the annual reading and promotion activities throughout the year, and conducted related activities in phases and regularly.

2.2 Implementation phase

D (Do) Implementation, according to known information, design specific methods, programs and planning layout; and then according to the design and layout, to carry out specific operations to achieve the planned content. In the implementation phase of reading promotion, we focused mainly on the time nodes of display and carried out diversified reading promotion activities.

Reading Promotion Activities			
School season	Reading month	Graduation season	Holiday
Movie show	Exhibition	Exclusive reading	book list
First time filming	Book review	Graduation photo	E-book roaming
Lecture training	sharing session	message board	living library
Check in the game	Theme lecture	Love drifting	online interactive

Figure 1 Huazhong University of Science Library reading promotion activities

In practice, we have successfully used the new media - WeChat, microblog and other promotional tools. The new media promotion of new books conducted information flow quickly and accurately to the reader, illustrating and stimulating students' reading interest. The number of people concerned about the library WeChat increased year by year. In 2016, WeChat of the library attracted 25,258 people, an increase of 48% over 2015. Reading promotion team also design activities logo and slogan, and embed it into all parts of the campaign to promote the reader's brand mark.

In line with the promotion of reading, we also plan to carry out a serious of cultural activities: cooperation with the Yangtze River Daily, holding large-scale photographic exhibitions; organizing graduation exhibitions of students work; cooperating with the International Exchange Office to hold foreign student cultural activities in the library. Advanced technical means also help read and promote, 24-hour self-service borrowings to improve book utilization; mobile positioning and navigation, rapid positioning; RFID provide a quick tracking of books.

We also pay attention to the exchange and sharing with peers. As the main organizer of the Reader Service Committee of Hubei Provincial University Library Working Committee, we organize a symposium on library counterparts across the province every year, such as "Information Literacy Education Experience Exchange Meeting" "Disciplinary Experience Sharing Conference", "Data Era Service Innovation Case Sharing Seminar" to explore the regional synergy promotion system.

2.3 Inspection phase

C (check) inspection, in order to scientifically check and track the results, we systematically collect, analyze and organize the original records and statistics, and periodically evaluate the process of reading promotion activities and the effects of activities. Through examining,

accumulating, combing and summarizing, we won the second prize of Excellence Award in the First National University Library Reading Promotion Case Competition.

By conducting a scientific analysis of the problems we have discovered the cause of the problem. We summarize two types of deviations: The first category is deviations from the system. The implementation of the reading promotion system is not perfect enough, not in line with the actual operation. Readers in a constantly changing environment, its reading preferences, reading time are subject to many factors. When the environment changes, the original design of activities may no longer be adapted to the needs and development of students. The second category is operational bias. The implementation of reading promotion activities includes such factors as people, material, capital, system and environment. Therefore, it is difficult to coordinate and control the actual operation of the system. Such as the book hunt treasure activities, it requires the cooperation of several departments to work together, and it will cause a certain degree of interference.

2.4 Improvement stage

(Action) is the stage to review process results, to affirm and standardize the successful experience, summarize the failure lessons. For unresolved issues, submit it to the next PDCA cycle to resolve. We have proposed the following improvements:

2.4.1 Combination of classic reading and digital reading

Classical reading will be the preferred in library reading promotion, most. However, because of neglecting readers' reading interests and hobbies differentiation, library often use the old models such as recommended book lists. In practice, we find that the great master combined with the vivid reality can best attract the readers. For example, we invited Professor He Xizhang to share his reading experience of *Journey to the West*. Professor He analyzed the characteristics of Chinese culture, cultural psychology and living conditions contained in *Journey to the West* from a cultural point of view, guiding students to expand the classic in light of the present value. We invited alumni to host "Live Library" for many times, and hold sharing sessions and seminars. Through such experiential reading and conversational reading, readers can obtain unique triggering, Further stimulated the reader's interest in reading. We also enrich the dimension of classic reading from offline to online. Our library has a rich electronic resources. As of December 31, 2016, our library has a cumulative total of 2,701,000 e-books. Therefore, vigorously promoting the digital library can further broaden the content of reading promotion. The readers can quickly download the classic into their mobile terminals, and read it at anytime and anywhere they want. This reduces the classic access threshold, and further consolidate reading interest.

2.4.2 Combination of deep reading and fragmented reading

From the behavior of consumers, with the development of mobile Internet and the invention of intelligent terminal equipment, the fragmentation characteristics of information users become more and more obvious. In the promotion activities, we split and edit the content into smaller and independent unit, such as we use the "Chinese Poetry Conference" with beautiful and colorful spring campus, making the perfect combination of classical poetry and campus beauty. It not only reduces the reader's reading pressure, but also allow readers to enjoy the pleasure of classic poetry in the beautiful mood. On the other hand, we also focus on deep reading. Deep reading refers to the social behaviors, practical activities, and psychological processes that the reading subject obtains rich meanings from the written language and symbols with greater knowledge and information content and higher systematic. [3] Readers have a higher degree of engagement. We carry out a joint reading plan "reading a book together". With deep reading as the core of our work, we deepen our reading to achieve the improvement of spiritual tranquility and humanistic accomplishment. [4]

2.4.3 Reformation of book supply

An important part of reading promotion is book recommendations. In the past, we mostly made

reference to book lists of major reading channels and websites. However, during the inspection phase, we analyzed the borrowing data of readers and found that there was no significant effect of the recommendation on the improvement of the amount of lending. Drawing on the concept of "Information Gap" put forward by researchers in the field of reading, the standard of reading should focus on how to fill the "information gap" instead of blindly "reading" [5]. The next step we carry out big data analysis of readers borrowing records to identify the relevance and preferences of borrowing, draw the reader's existing knowledge of the "information gap" as a benchmark choice of reading materials, recommend personalized book.

2.4.4 Implementation of PDA reengineering

In the digital era, the resource utilization of library users is characterized by individuality and instantaneity. In response to the readers' needs, the library uses Patron Driven Acquisitions (PDA), which is triggered by the readers' actual needs and usage.. The reader plays a leading role in the whole document purchase decision procurement chain. The library, the readers and the publishers become the community in the document resource construction system, which is a brand new open literature interview mode. "Readers choose a new book, library pays" as a new service model, has been welcomed by the majority of teachers and students. In 2016, 2,282 kinds of books were purchased by teachers and students in the school, accounting for 7% of new book types in the whole year. The library also uses the data generated during the implementation of the PDA to conduct statistical, mining and analysis of information and promote reading with better resource services. The service mode won the "Best Creative" award in the Second National Library of China Service Innovation Case Contest.

2.4.5 Creating a reading space to share

At present, our library actively strengthens the cultural construction and creates a reading space. We set up murals in public areas, add painting, layout of green plants and create a comfortable place for knowledge exchange. Readers not only in the physical library building to read, learn and exchange, but also in the online community to achieve the information release, content publishing. Each reader is not only the consumer of knowledge but also the maker of knowledge. Because of the sharing of knowledge, readers will add new thinking and experience to make the qualitative leap of the original information become value-added information. Readers can also seek collective approval through new spatial and cultural channels. For example, some readers ask us to organize the same borrower's exchange through the borrowing link. In order to adapt to the self-media and social networking development of readers' reading experience, we used the domain space provided by the super-satellite "Yun Zhou" to create a smart virtual space, set up a platform for reading digital resources and provide digital reading services. So while readers enjoy the resources and services in the library, they can also create innovation, publish reading sentiment, share the interaction.

3 Conclusion

Huazhong University of Science and Technology Library identify PDCA cycle characteristics of reading promotion, build PDCA cycle theory in library reading promotion work, and apply it to four aspects of process from planning, implementation, inspection to improvement, continuously enhance the effective of reading promotion.

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