

# *Study on College Students' E-book Reading Status*

—Taking the case study of Hubei Engineering University as an example

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**Abstract**—More and more domestic college students are favor of the E-book reading at present, but the status quo of reading quality is poor. In response to this condition, the thesis, based on the paper questionnaire and the depth of interview, analyzes many significant factors of influencing reading quality with empirical research. It puts forward that the university library should start with enriching the collection of E-books and setting up a convenient platform to find and acquire E-books. Then the library should create a highly full-bodied reading atmosphere on the campus and building an E-book service platform that is in good quality. The measures mentioned above are quite effective ways to improve college students reading quality of E-books.

**Keywords**—E-books; college students reading; college library; reading status

## I. INTRODUCTION

Reading is an important means for people to learn, disseminate and preserve knowledge. In the modern society with rapid development of electronic technology and information technology, the rapid growth of electronic reading has changed the pattern of single paper reading. The comparison of the 12th national reading report of the entire nation in 2014 with the 14th national reading report of the nationwide in 2016 shows that the national comprehensive reading rate, reading rate and digitized reading contact rate of our country have been increasing year by year. In 2015, for the first time, the contact rate of our country's people in digitized reading mode outweighs that of paper reading, reaching 64%. The reading of the general public has greatly promoted the development of the society. However, the report shows that electronic reading is a major contribution to the national reading rate, while mobile reading, entertainment reading, shallow reading and other relatively useless or even harmful readings account for a considerable proportion of electronic readings. Therefore, we need vigilance and reflection on the data behind the hidden reading quality and reading level. And to guide actively the valuable reading needs of the whole society to take positive action.

As the main force to promote reading for all, university library is an important platform to guide the healthy and high-quality reading of college students. As college students having a high level of knowledge, their high-quality E-book reading habits can actively promote the healthy development of reading for all. This paper investigates and analyzes the reading status

of E-books by college students in our country and provides reference for the development and construction of E-books service college libraries in our country.

## II. RESEARCH PROCESS

### A. Introduction of Research Institutions

The demonstration research institutes for Hubei Engineering University. As of May 31, 2017, the Ministry of Education website published 2914 colleges and universities nationwide[1]. According to the strength list of Chinese universities published by Ai Rui Shen China Alumni Association in 2018, Hubei Institute of Technology comprehensive ranking 435[2], Hubei Engineering University is in the middle level, with strong representation.

Hubei Engineering University has perfect discipline, covering 10 categories. They are economics, law, education, literature, science, engineering, agronomy, medicine, management and art. It has initially established a disciplinary system with the engineering characteristics highlighted the combination of science, engineering and agriculture, and the multidisciplinary development of arts, economics, teaching, management, law, art and medicine. The college has 66 undergraduate majors, a total of about 23,000 students of all kinds.

In March 2017, Statistics shows that there are 1.46 million books, 1.06 million electronic books, 1349 kinds of paper journals, 31,686 kinds of electronic journals, nearly 40 various types of electronic databases and document resources sharing platforms in Chinese or foreign languages.

### B. Research Methods and Content

The survey uses a combination of paper questionnaires and in-depth interviews with questions (doubts) in the questionnaire. Questionnaire design draws on existing achievements at home and abroad[3-5].

The time paper questionnaire survey is 2016.10.15-2016.10.30, and depth interview survey is 2016.11.5-2016.11.25.

Questionnaire content includes three parts: personal information (3 questions), E-book awareness (6 questions) and the use of E-books (21 questions). It is in a total of 30

questions. The questions are mainly single-choice questions (20), multiple choice (8) and open questions (2).

Personal information mainly includes gender, learning stage and professional. Learning stage is mainly for undergraduate and graduate students.

There is no postgraduate option because graduate students are mainly co-cultured and are small in number. The major is arts (humanities, social sciences), science and engineering (natural sciences) and arts (arts and sports) by subject areas.

The cognitive situation of e-book includes six questions. The topics are designed with single-choice questions, multiple-choice questions and open questions. The three types mainly focus on reading and E-book reading, E-book sources, E-book roles and copyright.

E-book trial is divided into the purpose of E-book reading, reading more, reading type, frequency of reading, reading time period, the satisfaction and issues of E-books, E-book copyright, E-book sharing, suggestions of E-book in college and so on.

### *C. Sample Distribution*

Paper questionnaire take a random sample. College Selection and Questionnaire Distribution: Select Liberal Arts and Journalism and Communication Institute and School of Economics and Management with 200 questionnaires; Select Physics and Electronic Information Engineering, Computer and Information Science, Civil Engineering with 600 questionnaires; Arts Select art and design college, music college with 200 questionnaires.

Questionnaire situation: 1,000 questionnaires were distributed and 954 valid questionnaires were collected; 728 were male students, accounting for 76.3%; 226 were female students, the proportion of 23.7%; 387 were lower grade undergraduates (Grade I and II), accounting for 40.7%; 567 were senior undergraduates accounting for 59.3%; depth interviews a total of 30 batches of each batch of 10 people, randomly selected from the faculties.

## III. RESEARCH ANALYSIS

### *A. The Analysis of E-book Cognition Situation*

For reading like, like and like very much are 53%, general and do not like are 42%, not fill is 5%. In interviews, we understand that reading comprehension is limited to reading books, especially the lower grades choose more in general and dislike, reflecting that the reading form is not optimistic, while the lower grades just end "college entrance examination", do not like to read in the case of possessing a proportion.

In the title design, it is not directly designed to know whether the title of e-books, because in such a highly developed information society, especially the popularity of smart phones. In-depth interviews confirmed this point, they have heard of E-books, no stranger to it, and through mobile phones and computers, they take more or less electronic reading.

E-book reading difficulties encountered, the way to ask students up to 92%. It is convenient, direct, timely and accurate solution to the problem. In-depth interview learned that other ways mainly to senior graduates, for graduate design and Pub Med inquiry through the Internet.

For E-book access, it is not in a fixed site to download E-books as high as 99%, download E-books is relatively large random, met their own more interested and in line with their reading hobbies E-books to download. The fixed web site to download is the main series of online novel reading, but the vast majority of online fiction to get the whole is to pay, so the students who download E-books in fixed site are rarely. In the interviews, most students choose search engines (such as Baidu, 360), reading APPs, fictional websites, forums or data sharing platforms (such as Baidu library, network disk), for some interested E-book to pay for through Dangdang, Jingdong, Amazon, while that is not popular or even not known at home. Students are more active in using the library's e-journal database. The main reason: First, the library E-book retrieval is complex. There is no menu on the page to retrieve E-books directly, but need to retrieve multiple databases one by one; second, due to the library E-book format diversification and the use more complicated, it needs the installation of different E-book reading software, and software compatibility is poor; Third, the use of excessive restrictions, such as copying, electronic tagging, editing and printing functions, many are not allowed; Fourth, the library E-books. Relatively are few, new book replacement is slow, seriously affecting the enthusiasm of students.

For E-book reading discussions, often discussion is only 29%, mainly to discuss online novels, mainly to lower grades. There are opportunities to discuss in 57%. The students said they talked about a topic of interest will discuss electronic reading understanding of the situation; occasional discussion and never discussion are less, accounting for 14%. That e-reading has become a way for students to interact with each other.

### *B. The issues of E-book role and copyright*

The proportion of role choices that e-reading plays in life ranges from high to low, is ideological guide in 76%, academic booster in 31%, life good assistant in 14%, and entrepreneurial leader less than 1%. In the interview, we lack social experience and pay more attention to the ideas we provide in reading to guide the direction of study and life; in learning, especially in the operation of the problems encountered by E-books to answer quickly and easily; For the life of a good assistant at a loss; For entrepreneurial leaders, a handful of seniors choose this option.

E-book copyright issues that they do not think to infringe on the author's copyright as high as 56%, especially the lower grades, basically having no copyright awareness. They think that since the network is open, there are no copyright issues; Not understanding is also in the proportion of 30%. Only 14% of students know about copyright issues. Therefore, the promotion of schools in terms of increasing intellectual property rights needs to be greatly strengthened.

In-depth interviews, asking students whether they knew that our library provided services such as E-book lending, delivery and so on, only 53% of students made use of the website after entering into university of which the proportion of senior students was still large. There are still 47% of students only know that paper books can borrow. Lower grade undergraduates have a lower awareness rate of library E-book resources mainly because they do not know enough about the library's collection of resources. Although there is entry education, they just entered the university and did not know much about the situation. Higher grade undergraduates have a higher awareness of library E-book resources, partly because libraries, E-book resources are required for graduate school, graduation (thesis) design and professional learning; on the other hand, they know or participate in library propaganda activities; in addition, some people said that in the information retrieval, research methods and other public elective courses they learned about the relevant information.

### *C. The Analysis of E-book Usage*

Choice of digital reading methods, up to 89% of cell phone users, 8% of students read on the computer, basic electronic dictionary no one to choose, other E-book reader to read in 3%. This is the inevitable result of the popularity of mobile phones and the internet. Other E-book readers are borrowed mainly from the inside of the library, that is, they are ready for use. In the meantime, there is no opening and lending business yet. On the one hand, the number of E-books is relatively small; on the other hand, due to limited funds, less equipment is purchased. E-book equipment is mainly large and can't move, so the use is generally less.

E-book reading type for multiple choice. Statistics shows that about 71% of literature and leisure books are mainly entertainment, 638 of which are selected, 53% are professional books, 27% are best-selling books, 18% are news, health care and science popularization, with an average of 18%. Academic books and others are about 5%. Leisure-based literary books are dominated by lower grades, while professional books dominated by senior grades. Science and Engineering students choose more professional books, especially in the School of Electronic Information Engineering, Computer and Information Science, and most of which are reference books and courses, mainly with the difficulty of the course and Pub Med related, at the same time, learned from the interview, students said there is little new professional reference materials, the library should pay attention to that when procuring. Although surveys show that fiction is the most used in reading, school libraries are not the main channel through which they are procured, as library are slow to update, and new and bestseller books that are readily available on the web are rarely found in library, which are looked at by students who is writing thesis in the teachers request, which is consistent with the school's teaching-oriented school objectives, but also reflects the version of the old, reflecting the library E-book collection resources Update speed needs to be kept up.

There are four topics designed for the time spent on E-books. One is the frequency of use, the occasional use is most, several times a month (35%) and more than one month (27%), several times a week (21%), daily usage (10.3%). In-depth

interviews revealed that older students, especially graduates, used e-journals in libraries more often than E-books. The second is the time period of E-book usage, mostly concentrating in 0.5-1H (47%), followed by 0-0.5H (30%), 1-2H (15%), 3H above (5%). The interview revealed that the general reading of literature books takes a long time and is also relatively concentrated. However, due to the interference of information such as QQ, WeChat and SMS, it is very hard to concentrate on reading E-books for a long time. The vast majority of 0-0.5H (30%) read professional books, similarly, it is difficult to persist for a long time due to more information interference and more information temptation. The third is to read the E-book period, which is a multiple-choice question. Before going to sleep at night (52%), waiting time(31%), during recess (20%), during class time (18%) and at other times (16.7%). Fourthly, the average number of reading E-books per month is 1-5 (93%), 5-10 (5%) and 10 (2%). This topic is designed to understand students' reading volume. However, reading fragmentation with random interest is more serious and overall read is small, but also reflects the trend of electronic reading is shallow reading, entertainment-based.

The purpose of E-book reading is multiple choice, because Hubei Engineering University is a teaching university, so the options are not listed in the research project. Probation or learning resources (59%), practical skills (47%), expanding knowledge (45%), other (32%) this ratio shows that students' wishes are more positive and hope that through E-book resources to improve the level of knowledge, but from the interview, they are not confident, mainly the impatience with the full use of E-books, which is the same followed by the E-book evaluation option.

For E-book evaluation, designed 11 questions and divided into three categories.

The first category is the E-book itself, for the E-book quality, the biggest response is the "bad, too many typos" option, accounting for 86%; The interview that the main problem occurred in the format conversion led to typos, inconsistent content, lost pages during scanning, missing pages often occur, but also some horrible. The choice of occasional typos does not affect reading, accounting for 11%. Almost no typos only account for 3%. Therefore, reflecting that the library in the purchase of E-books, E-book quality inspection also need more stringent.

This is a multi-option for very unsatisfied in E-books. With a low recognition rate and a non-convenient ratio of 89% for marking and commenting, it should be a problem with E-book format. At the same time, there are some simplified and trial versions of software restricted. The dissatisfaction with the interface and advertising is low; after all, E-books have nothing to do with fewer ads.

For the importance of digital reading of E-books, content diversification, professionalism and dependence on the case, there is no significant difference between the three options, and the lowest proportion for the layout, only 10.3%, indicating that students are still concerned about the content and quality of E-books. Satisfaction and ignorance of 43% and 39%, respectively, of the satisfaction degree of literature information obtained through digital reading were higher in higher grade

students than in satisfaction, with 382 students, while there were 344 lower-level students who did not know it. Not satisfied with 15%, satisfied with only 3%. This is related to the training of libraries, the course of literature search (such as document retrieval) and activities such as education, reading and promotion, literature search and other activities. The courses or the lectures should be given as key points to students for how to obtain e-Electronic literature.

The second category is the reader's impression of E-books. The advantages of E-book digital reading in turn are quick and easy (53.4%), wide coverage (44.6%), free or low cost (43%) and high timeliness (38.5%). The advantages of digital books get everyone's recognition. Disadvantages of the five aspects of the difference is not large, eyes and body injury accounting for 44.2%, is the largest proportion, reflecting the E-book reading, we still have not used to the place. From the choice of E-book advantages and disadvantages, students are still more rational.

The share of E-book sharing problem is followed by occasional (54%), be (32%), not be (14%), the first two accounted for the vast majority of the survey. They think only to share, they can exchange in need. The E-book they need, whether it is online platform or real communication, it often shows "I am everyone, everyone for me" phenomenon, but everyone also said that generally only know each other in certain E-books (or electronic resources ) to give them needs. To take the initiative to pass blind E-books is usually in exchange for network platform points.

The third category is the issue of E-books and paper books. The advantages and disadvantages of paper books are designed two topics compared with the main advantages and disadvantages of electronic books. In the E-book and paper book, there is 51% paper version and 36% electronic version. In the interview, we still feel the texture of the paper (presence) more value. The question is whether the E-books replace the paper book, the choice of no (47%), yes (32%), the other (21%). On the one hand, it reflect the affirmation of paper books, on the other hand, it reflects optimistic attitude about the electronic books, confused electronic books, confused Sex larger.

Open questions on the proposed number of resources, the number in the lack of understanding of the school E-book resources is 232, occupying the top spot, then the followed number by E-book updates is 125. E-book lending difficulties accounted for 97 and many other proposals are more fragmented. In the interviews, there are also such problems. Instead, they have more E-books on the network platform than on the library. A considerable part of the students said they do not know or know less about the E-book resources of the schools.

Open titles were eager for E-books, 312 for free Imagination, 214 for being easy to find ways, 189 for format, edit, copy and print , and other imaginations such as voice or video, books museum E-book services also have a share.

#### IV. CONCLUSION

Through the statistics and analysis of empirical research, it summarizes and builds the high-quality E-book service

platform from four aspects, and then effectively improves the E-book reading effect and reading quality of undergraduates.

#### A. *Demand-oriented, Planned, Focused, Multi-channel to Rich E-book Collection*

The survey found that the first choice for students to access E-book resources is open network platform, from the corresponding website, forums, download or purchase, and they are less willing to obtain electronic resources from the library or basically did not think, mainly because the type of electronic resources of the library is too small to meet the needs of readers. Therefore, in the E-book resources, it should be the rational allocation of E-books and paper books resource construction ratio. Although we are still accustomed to the reading habits of paper books, E-books have the advantages of storage, editing, portability and reading at any time. According to the actual situation of school development, the e-books can be properly constructed.

##### 1) *A focus on the development of collection policy, based on the actual development of the school*

In recent years, the investment in electronic resources of Hubei Engineering University has been increasing year by year. However, compared with university libraries in high-quality universities of our country in developed countries, the database of electronic books is relatively small in scale. More prominent is the relatively lack of resources for E-learning resources, especially for the newly opened professional E-learning reference. The library, Academic Affairs Department and faculty departments should closely cooperate to strengthen the construction of E-learning resources; the number and the type of foreign E-book database are less; E-book resources for key disciplines should be focused on.

##### 2) *Demand-oriented, using the reader decision-making procurement model*

E-book purchasing can learn the popular decision-making PAD (Parton Driven Acquisition) model of US libraries, which is triggered automatically by the reader browsing, clicks and download requests. E-book purchase behavior mode listed as the ten major trends affecting university libraries by the American Library Association and it is worth learning and learning.

##### 3) *Seeking a variety of ways to enrich E-book collections*

Without prejudice to copyright, key books can be scanned by themselves, made into E-books, solved out of print books, books that are easily damaged and lost frequently, and better preserved key books. Teachers are encouraged to provide quality instructional videos and courseware, teaching plans, exercises, discussions, reading and other teaching reference as the electronic resources of university libraries for teachers and students to learn, not only to enrich the E-book collection with unique characteristics, but also to promote the teaching and research.

It is also beneficial to control the quality of E-books by strengthening the inter-bank alliance and jointly purchasing E-books by establishing a library alliance so as to easily purchase more E-book resources at a more favorable price. In addition, it is also an important way to enrich library E-book resources

through the establishment of library alliance to facilitate the cooperation among libraries.

Strengthening the cooperation with publishers and distributors and trying for more trial of electronic resource database; bringing the network open platform resources into the library E-book resource system reasonably and appropriately, which is also an effective supplement to the collection way.

## *B. To Build A Simple and Convenient E-book Discovery and Acquisition Platform*

### *1) To strengthen library education and promotion*

The survey found that quite a few students did not get a basic understanding of the resources of the E-books in the school library. There are two main reasons. Firstly, there is not enough publicity in the library, and related activities opened in the colleges, and the degree of connection of the courses are lacking. Secondly, the network platform is convenient and quick, such as Baidu search, students get more E-book channels.

Library access to education mainly for freshmen education through brochures, promotional activities and promotional videos, while using Facebook, Twitter, Wechat and other the social media perspective that students are more familiar with[6]. Readers can learn more about library services and resources from different perspectives with online and offline activities at the same time.

Some foreign university libraries have been trying in library introduction to the outside world. For example, Reno, the University of Nevada, introduces the resources of the school's special collections. On Facebook, it is devoted to introducing two of these special collections of resources and promoting the collection of resources by promoting the two beautiful love stories. Domestic library with publishers and event sponsors through LOGO or QR code can promote the school library.

### *2) To design easy and convenient E-book discovery and acquisition platform*

The library does not place it in the first level menu of the resource search interface when searching, so it is difficult to be found on the second level menu. The guidance of the setting is complex and the retrieval is extremely complicated. The E-book resource, as a collection resource, together with a paper resource, has no separate. There is no separate in E-book purchasing, system cataloging, lack of intuitive understanding; although there is the introduction of new books, the update is not timely, and the introduction of E-books alone is almost no; collections of E-books is less, and the content is more obsolete; Library now buying E-books in the database did not separate from the paper resources in time, so the reader can't see the relevant information from the introduction of new books.

Library search interface on e-book resources should be into a menu designed to facilitate readers for direct access to E-book resources; opening a column on the home page, there is a new e-book resource introduction and the existing electronic resources updated timely description; making full use of social

media, search Engine, network encyclopedia and other network media directly access is related to E-book resources.

Setting up joint search and integrating electronic resources to achieve cross-platform search by integrating all the resource information into the OPAC system, readers can greatly reduce the number of researching and so that it can improve the search efficiency and satisfaction of readers.

Platform interface is as simple as possible; especially the steps and the language should be refined. Many websites has too much terminology, causing confusion to students, so that they do not know what to do.

Achieving single sign-on. Single sign-on mechanism integrates multiple purchased database resources and application systems, such as E-book service systems provided by publishers, E-book vendors and others, so that readers can access any application integrated with the system through single sign-on successfully. And there is no other registered resources and applications need to log in again. This function can combine different service systems of the library organically to achieve unified authentication, effectively manage reader information and authority, and can trust and log in each other through the authentication system between system libraries, so that the readers can access seamlessly[7].

## *C. Build Quality E-book Service Platform*

### *1) To create a good environment for the experience of E-book resources*

The survey found that at present, the experience environment of E-book resources in university libraries is not optimistic, which is mainly reflected in the diversification of E-book reading formats, the repeated installation of various software, the software upgrading and limited software functions; the poor quality of E-book often appear out of page, missing pages, typesetting confusion and other phenomena; E-book search database is complex and diverse, lack of relevant search guide. E-book reading experience is not enough humanity, and unpleasant interactivity has a great blow to the enthusiasm of the reader, eventually readers easily give up the E-book reading of library.

Therefore, to create a good experience environment for E-book resources is a premise to build high-quality E-book service platform. Improving the reading software and the compatibility of the file format; creating a good reading environment, such as the color design of the reading space, the atmosphere of comfort and convenience, which can provide readers with a good immersive E-book reading environment; strengthening read the hardware facilities, such as computers, e-readers and other facilities updated and maintained. Where conditions permission, trying Kindle, iPad and other popular E-book reading equipment of rental business. These measures can attract more readers to participate in E-book reading experience, greatly improving the utilization of E-book resources.

### *2) To enhance the overall quality of librarians*

Most service providers librarians still stay in the era of paper-based awareness, they do not understand the E-book services with new features and new problems and do not know what to do, resulting in a substantial decline in service quality.

Increasing the technical training of librarians and improving service awareness are the prerequisites for providing quality services. Technically they are able to provide search, format recognition, document delivery and other basic skills; in service they can be done online to provide readers with electronic version or related information, they can provide a hard copy, think readers want, and urgent readers urgently offline; through Weibo, WeChat, QQ and others to actively interact with readers. Which promotes interaction with readers, authors, administrators and other multi-interaction, exchanging and sharing of reading content.

#### *D. To Create A Strong Campus Reading Atmosphere*

Reading atmosphere to play a decisive role for E-book reading guidance, school library has "scholarly campus", reading promotion, reading day, reading month, 100 classic reading, inviting celebrities to read aloud, and inviting experts and scholars topics (such as information retrieval, media literacy lectures, academic lectures), which is a series of activities throughout. To create a good reading atmosphere makes high-quality deep reading rooted in the reader's heart. However, there are three problems at present. Firstly, there is a lack of close connection with departments and the majority of departments have no general support for library. Organizations such as associations and the Communist Youth League are not popular enough, so the atmosphere has a certain discount; secondly, the continuity of the event is not strong, as a gust of wind, and the event summary, reflection is not in place, which leads to the development of reading habits and a rich academic atmosphere only a momentary purpose; thirdly, the activities such as information search, media literacy, research methodology, corporate product preaching are not enough. These needs to be carefully summarized and improved in the follow-up reading promotion.

To create reading atmosphere is not only for the school, but also should serve the community. The university library

actively establishes a variety of cooperative relations with the government, media, publishing houses, authors, bookstores, enterprises, etc.[6]. Jointly planning activities not only promotes library resources in the depth of readership, publicizes the collection resources and further enhances the scholarly atmosphere in the school, to a certain extent, but also publicizes for publishers, bookstores and writers. The reader is familiar with the use of collections and other resources broaden their horizons and enhance their ability to distinguish, screen and utilize media information. As a result, win-win situations for readers, libraries and collaborators will be achieved and a long-term mechanism will be easy to form.

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