

Research on Reading Promotion Strategy of University Library Based on Short Video

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Abstract: The development of short video has changed the reading habits and ways of college students. Faced with the change of college students' reading needs, many college libraries have tried to use short video to innovate and promote library resources and services, which is gradually becoming a new form of college library reading promotion. How to apply short video in the reading promotion of university library and make college students pay attention to reading, get used to reading and fall in love with reading is an urgent problem that needs to be solved. On the basis of analyzing the necessity of promoting short video reading in university libraries, this paper takes the works published by 11 university libraries on B station platform as samples, and studies the contents of their works by means of network investigation and content analysis. The short video operation of Chinese university libraries has been ignored, the content production mechanism has not been formed, and the quality of works is poor, it also puts forward optimization strategies such as attaching importance to account operation, professional content and online and offline activities, so as to promote the reading promotion of university libraries on the short video platform and promote the reading of the whole people.

Key words: short video; university library; reading promotion; Promotion strategy

1 Introduction

College libraries shoulder the missions of teaching and research, talent training, social services, etc. They are the main providers of college students' reading resources and the pioneers and leaders of nationwide reading promotion. It is the main task of library management to carry out in-depth reading promotion and make more students join in reading and fall in love with reading ^[1]. From the central government to the local government, the Party attaches great importance to national reading. Since 2014, "national reading" has been listed in the government work report for nine consecutive times. It actively supports national reading and encourages the formation of a learning society, which reflects the government's attitude towards national education and highlights that national education has entered a new stage of improvement. Every year, tens of thousands of Chinese people take part in various reading activities, but compared with other countries, the average reading time of Chinese citizens is still low. Therefore, how to improve the overall quality of the whole nation is an urgent and arduous task. In the face of this situation, university libraries should carry forward the concept

of reading and carry out the popularization of reading, which can not only improve students' reading interest and reading ability, but also promote people's understanding and cooperation, so as to improve the creativity and innovation ability of the society and promote the overall progress of the society. The digital development changes the reading form of residents, and the position of e-reading is more and more important. Electronic reading is characterized by randomness, skipping and fragmentation, and shallow reading with short visual pleasure and psychological pleasure is becoming a new experience pursued by readers^[2]. How to promote accurate reading has become an important task for library research.

2 The necessity analysis of short video reading promotion

2.1 Technical support for short video platform

Short video platform can effectively transform professional and complex tasks such as reading promotion into simple one-click operation, allowing users to easily shoot and share videos in a short time. In order to meet users' personalized pursuit, the short video platform also provides a variety of functions such as making templates, video filters and picture styles, so that users can choose the template that matches the content inside. These tools are easy to use and fast, allowing creators to quickly shoot short videos and release them immediately, without high requirements on equipment and technology. Moreover, the image expression and display effect of short videos are richer and more three-dimensional. The creators can explain simple scientific concepts and some professional terms to the audience in a few minutes, guide users through the live activities, and discuss specific problems and phenomena. College libraries often have rich literature resources, professional and technical personnel and facilities with good performance, which can ensure the creation of short videos in various ways. As long as there is a collective discussion on the appropriate creation theme, short video production and reading promotion can be carried out.

2.2 Users' reading demand for short video informative content

According to the 49th Statistical Report on the Development of Internet in China, as of December 2021, the number of short video users in China has reached 934 million, an increase of 60.8 million compared with December 2020, accounting for 90.5% of the total netizens^[3]. Short video has become the main form of cultural consumption and short video platform is gradually developing into a mainstream emerging media platform. Short video has strong social participation and communication. Tik Tok and AAutoQuicker are widely used by PC clients and mobile clients for the creation and dissemination of short video information, and provide good conversation experience in the process of video release, and can recommend content based on users' browsing habits. Compared with the previous graphic propaganda, short video has more experience, appreciation and visual effects. It is precisely because of the large scale and strong interactive features of short video users that users have a strong demand for short video reading. Therefore, users' demand for content has quietly shifted from the early entertainment field to the knowledge field. More and more users hope to see a larger world, learn more knowledge and skills through short videos and apply them to their lives^[4]. Users' information demand for knowledge content is the starting point for the propagation of knowledge content such as books and short videos, as well as a powerful driving force for

content producers to produce relevant information [5].

2.3 Short video reading promotion can realize knowledge increment

In the process of communication, the total amount of knowledge and information value of reading and promoting short videos will continuously accumulate with the breadth of communication [6]. First of all, the first increment of knowledge is manifested in the production process of reading and promoting short videos. Short video content creators explain the book content based on their existing knowledge and express their own views and perceptions. This process is an "interpretation" of the explicit knowledge in the book by content creators to make it more accessible and a process of knowledge "re-creation". At the same time, content creators will share their tacit knowledge to realize the explicit of tacit knowledge. Compared with systematic in-depth summary, it is easier to share the sentiment and thoughts of snippets, so a large number of short video content creators who share their views have emerged and produced a large number of wonderful short video content. Secondly, the second increment of knowledge occurs in the process of transmission. In the process of transmission of short videos, the creative enthusiasm of content recipients will be inspired. With the support of various easy-to-use software tools, users can collage and reorganize content to create more and richer content, constantly change the "signifier" and "signified" in the original content, and enrich the polysemical content [5]. Finally, knowledge is sublimated and recreated in interaction. In the comment section, users can discuss and exchange the content of reading and promoting short videos, and share their own experiences. In the interaction, knowledge can be recreated and collective wisdom can promote the sublimation of knowledge.

3 Analysis on the current situation of short video Reading promotion in university libraries

3.1 Data sources

According to the Video Industry User Insight in October 2021: The Platform Actively Embraces changes and Explores New Opportunities released by Analysys Qianfan, the user scale of Site B has achieved healthy and high-quality growth throughout 2021 [13]. In the fourth quarter, the monthly active users of Station B reached 272 million, with a year-on-year growth of 35%. Among them, monthly active users of mobile terminals reached 252 million, an increase of 35% year-on-year. At the same time, daily active users reached 72.2 million, a year-on-year increase of 34% [14].

Mainstream short video platforms in China include Tik Tok, AAutoQuicker, Pear Video, bilibili(B Station for short), etc. Compared with other short video platforms, university libraries have the largest number of entries on B website. Therefore, this study takes the university library account in Site B as the research object. On the home page of website B, use "library" as the keyword to search library accounts, obtain the number of manuscripts, fans, plays and likes of each university library account, and calculate the rate of likes. Based on the above data, research the current operation status of domestic university library reading promotion (retrieval date: March 9, 2022). Among them, the amount of manuscripts can reflect the total amount and frequency of works published by library accounts; The number of

fans represents the number of users who follow the account and its dynamics within the platform; The number of plays reflects the total number of plays of all works of the account; The number of likes means the total number of fans' likes for the works of the account; The "like" rate represents the popularity of works within the account, and is also one of the indicators to measure audience participation.

3.2 Analysis of settled platform

3.2.1 The definition of library account number

There is a search function on the home page of station B, and the search results page of users can be sorted by default, by the number of fans and by LV level. A total of 822 library-related accounts were found by searching "library", "reading promotion" and other keywords in the search box on the home page of Site B. In addition, the account authentication function has been opened in Station B. After the official authentication of the account, a blue V sign will appear on the user name, which can not only clarify the identity of the account, but also provide the credit endorsement of the account. Delete irrelevant accounts and accounts without official authentication. For example, the library of Wenzhou University was officially authenticated but did not publish works, and finally got 11 valid users. This paper chooses 11 university library accounts that have passed the official certification as the research object.

3.2.2 The number of library accounts

As can be seen from Figure 1, public libraries have opened more accounts on Tik Tok platform, accounting for 69.11%, while university libraries have opened more accounts on Station B, accounting for 64.71%, which is consistent with the vertical content and user positioning of Station B, and also reflects the preferences of different types of libraries on the platform. The library should pay attention to the difference of the platform when carrying out reading promotion strategy activities, and formulate different reading promotion and marketing strategies according to the audience groups of different platforms.

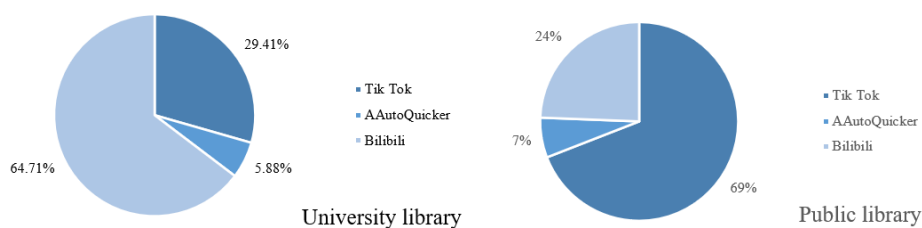


Figure 1 The opening situation of three platforms of library account

As can be seen from Table 1, platform B has the largest number of university library accounts, so it is feasible to select platform B as the data source. Only Tsinghua University Library has opened accounts on all three platforms; Some university libraries have opened accounts on B and Tik Tok at the same time, namely Nankai University Library, Tsinghua University Library and Weihai Library of Harbin Institute of Technology.

Table 1 University libraries that open accounts on one or more platforms at the same time

library	Bilibili	Tik Tok	AAutoQuicker
Xiamen University Library	√		
Wuhan University Library	√		
Sichuan University Library	√		
Library of Renmin University of China	√		
Library of East China Normal University	√		
Library of Nankai University	√	√	
Tsinghua University Library	√	√	√
Weihai Library of Harbin Institute of Technology	√	√	
Library of Zhejiang Gongshang University	√		
Beijing University of Technology Library	√		

3.2.3 Analysis on the account operation of B Station of University library

(1) Analysis of the first launch time

According to 46 university libraries that have entered the B station (including those that have not obtained official certification), 7 university libraries have opened B website accounts in 2019, accounting for only 15.2% of the total number. Nankai University was the first university library to open an official short video account on April 22, 2019. In 2020, the number rose to 18, accounting for 39.1%. From January 1, 2021 to the end of the year, 21 university libraries opened B station accounts, accounting for 45.7%. This means that more and more university libraries turn their attention to the field of short video. Figure 2 shows the number of accounts opened at b station of university library in a period of three months. It can be seen that from July to September 2019, the upward channel of the curve began to start, showing a fluctuating upward trend. Since January-March and July-September have cold and summer holidays, the statistical number of accounts will decline, but the number of accounts opened has an obvious upward trend, especially when compared with the data of the same period in different years, especially the data from April to June.

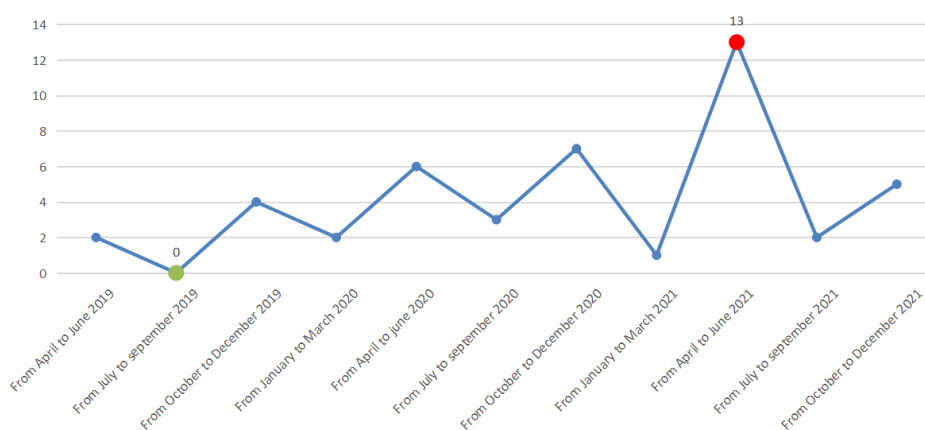


Figure 2 Number of initial accounts of Station B in different time periods

(2) Analysis of the operation of library account B station

Most university libraries have not opened B station account, still in a wait-and-see state. From the view of account level, the highest is East China Normal University library and Renmin University of China library, both are LV3 level. In terms of the number of fans, Xiamen University Library and Wuhan University Library are the most popular, which indicates that these two libraries are highly popular. The details of B station account of university library are shown in Table 2.

It can be seen from Table 2 that the library of East China Normal University has the highest number of manuscripts and the highest number of thumbs up, while Xiamen University has the highest number of fans. Thumbs up reflects the attitude of the users who have watched the videos. The higher the thumbs up rate (thumbs up rate = the number of thumbs up/the number of plays), the higher the quality and attractive the content of the videos released by the account. The number of fans and the number of playback are two important aspects to measure the influence of an account. The low number of playback is not only related to the relatively new creation and uploading time of the video, but also indicates that the publicity and promotion is not enough and the influence is limited. The real data can reflect the situation of the user group. In particular, accounts with high praise rate but low playback volume should increase publicity and enhance influence.

Table 2 Introduction of university library B station account

Library name/level	Number of manuscripts (a)	Number of vermicelli (a)	Play volume (time)	Amount of praise (time)	Liking rate (%)
Xiamen University Library /LV3	81	11000	45000	4535	10.08
Wuhan University Library Xiaobu /LV3	47	4748	30000	1262	4.21
Sichuan University Library /LV2	73	3096	8535	979	11.48
Renmin University of China Library /LV3	57	2900	8900	1183	13.29
Library of East China Normal University /LV3	87	2332	23000	8176	35.55
Nankai University Library /LV2	41	1336	6215	523	8.42
Tsinghua University Library /LV2	6	1161	924	48	5.20
Weihai Library of HIT University /LV2	6	598	8458	74	0.88
Library of Zhejiang Gongshang University /LV2	35	540	1361	352	25.86
Beijing University of Technology Library /LV3	51	523	3931	369	9.39
Library of Harbin Engineering University /LV2	33	340	6269	287	4.58

(3) Analysis of work update

In order to facilitate the investigation of the updates of the works of the official short video account of Station B, the author calculated the last update time of the works of the account of Station B of each university. By March 10, 2022, as shown in Figure 3, there are 24 works that have not been updated for more than 30 days, accounting for 60.9%, 15 works that have not been updated for more than 100 days, accounting for 30.4%, and the longest time reaches 316 days. The number of published works and the number of open months are matched and the average value is calculated, and the highest monthly average release is 6.43. The lowest number is only 0.14, and the average is 3.52. That is to say, at present, the Tik Tok account of university libraries releases 3-4 short videos per month on average, and about 1 work per week.

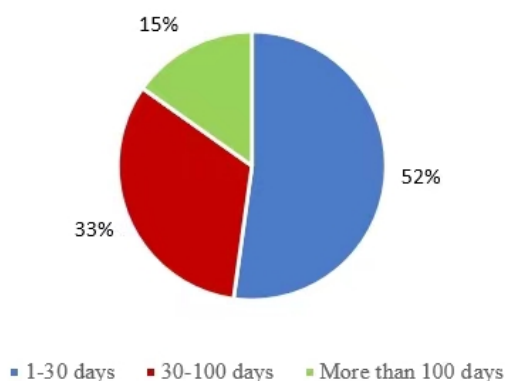


Figure 3 Update of works of each university library in B station

(4) Analysis of work content

In order to further analyze the factors affecting the communication effect of short videos in university libraries, the paper summarizes some representative works of B station accounts in university libraries from the aspects of video labels, subject content, video effects and interaction, as shown in Table 3.

Table 3 Analysis of some representative short videos of B station accounts of university libraries

Source	Video name	Content	Application	Interaction situation				
				Play count	Thumb-up	Collect	Share	Comment
Xiamen University Library	Getting started with file management software	Training and guidance	Learning sharing	45000	1691	4315	1102	188
	Library White noise	Theme activity	Publicity and marketing	15000	310	589	9	41
Wuhan University Library	CCTV live broadcast on New Year's Eve	Live broadcast publicity	Publicity and marketing	30000	437	88	196	112

Nankai University Library	Library Promotional film	Realistic record	Publicity and marketing	5223	63	85	56	19
Sichuan University Library	Event analysis method	Training and guidance	Learning sharing	5587	114	343	57	12
East China Normal University Library	Rainbow beat	Theme activity	Publicity and marketing	23000	1264	322	152	234
Library of Renmin University of China	Subject dynamic tracking software	Training and guidance	Learning sharing	8967	373	1533	88	13

In the video playing page of Station B, the number of videos played is the most direct measurement index of video influence. This is because station B has the function of "one button three connection", that is, long press the "like" icon, you can realize the three operations of "like", coin insert, and "favorite", which is the unique function of station B. The introduction to file management software of Xiamen University Library was far ahead with 45,000 views, followed by the live broadcast of Wuhan University's New Year's Eve CCTV. It can be seen that learning experience sharing and big production videos are more popular among college students. In addition, it is worth noting that knowledge videos have the highest collection rate of users. The video of Rainbow Beat in the library of East China Normal University is a competition for Hegemony in the form of dance, which is well received by the new generation of college students. The data in Table 3 show that the subject contents of reading promotion carried out by university libraries with the help of B station include training guidance, live broadcast publicity, theme activities and realistic records, etc. From the perspective of communication effect, it has been carefully planned to integrate art forms such as language and dance into short videos and communicate history, culture and technology in innovative ways, which are more popular among college students.

4 Problems existing in the promotion of short video reading in university libraries

4.1 It has not attracted enough attention from university libraries, and the entry rate of the platform is low

According to the latest statistics of the Ministry of Education, there are a total of 3012 universities and colleges in China. According to the calculation of one university and one library, there are at least 3012 universities and colleges libraries in China, and the number of official B station accounts opened at present is 1% higher. However, in short video platforms such as Kwai and watermelon, there are few official certified libraries when searching by keywords such as "library", which also indicates the low enrollment rate of short video libraries. In addition, the opening of a short video account sooner or later is not proportional to the number of works, the number of fans, the number of likes, the number of reposts and the number of comments. In other words, the opening of a short video account sooner or later is not necessarily related to the merits of the operation. For example, Nankai University was the first to open a B station account, but the number of fans, the number of likes and other

indicators are not as good as Xiamen University, which settled later. Among the libraries that have opened a B account, only Xiamen University has more than 10,000 followers. In addition, some libraries have opened accounts on the B station and conducted official authentication, but the activity rate is zero.

4.2 Library short video content production mechanism has not been formed, the release frequency is not fixed

In general, a stable content output mechanism and output frequency is the guarantee of increased user engagement ^[6]. However, from the current frequency of works released by universities, it is generally unstable. On the one hand, it does not release works for a long time, on the other hand, it updates several times a day. For example, Jiangnan University has not updated its works since the short video was released on April 28, 2021. In addition, the interaction degree between the B station account and B station users in most university libraries is low, and the questions in the comment section cannot be answered. It can be clearly seen from Table 3 that the cumulative number of comments on short video works on the B station of Chinese university library is 619, far lower than the number of likes (4252) and the number of plays (132,777), which indicates that the library's participation in the topic of reading promotion short video is not high and the interaction with the audience is not strong. The service of university library is not only to promote the communication between people and books, but also the service of people to people, that is, the service of librarians to readers. The short video platform of the library is the same, which can ask and answer questions, as well as provide offline library reference services. Therefore, attention should be paid to the question and answer. In view of the lack of interactivity of short video in B station of university library, on the one hand, the advantages of short video platform of university library have not been given full play, on the other hand, it can be inferred from the side that there may be a certain cognitive gap between the use of short video in university library and the service of readers ^[7].

4.3 The correlation between short video content and reading promotion is low, and the quality of the works is poor

At present, there are the following two problems in the content creation of the university library account of Station B: First, the video content is lack of planning, and reading promotion correlation is low, strong randomness. Take the B station account of Xiamen University as an example, since the opening of the B station account of Xiamen University Library, a total of 81 works have been released, most of which are themed on festivals and festival commemoration and knowledge expansion. About 50% of the content has nothing to do with the theme of reading and promotion. The theme is not unified, and the number of book recommendation activities is small. A small number of works related to reading promotion, due to the lack of planning, the promotion effect is not good. Second, short video works lack professional standards, the content is a little rough, text, text and music matching is not high, can not resonate, resulting in a low number of likes and reposts. All these reflect that the current library is not mature in the operation and management of Station B under the new media environment, especially in the development of the new media era is facing many challenges.

4.4 Library short video creation content is simple, difficult to resonate

The content of library reading promotion activities in many colleges and universities is too simple, and the effect of improving users' interest in reading promotion is not ideal, thus resulting in the improvement effect of college students' reading literacy is not up to standard, and the level of comprehensive literacy can not be effectively improved. Moreover, many university libraries carry out relatively rich reading promotion activities for the purpose of improving students' reading participation, however, the display of its richness is also limited. Most of its contents are limited in the fields of book recommendation and lecture, which are not attractive to students. The contents of reading promotion activities in relevant university libraries are highly similar. Moreover, the content of reading promotion activities in the university library and the interaction of college students are insufficient, so it is impossible to stimulate the interest of college students in reading through reading promotion activities, and it is more difficult to develop good reading habits through reading promotion activities.

5 Suggestions on the promotion of short video reading in university library

5.1 Actively enter the short video platform, attach importance to the account operation and management

University library not only provides searching and reading places for college students, but also has the function of information storage and knowledge service. In order to give full play to the function of university library, it should conform to the development trend of network, intelligence and digitization^[8]. In this process, the library should make full use of new media as a communication carrier and carry out various forms of reading promotion through short video platforms. At the same time, we should also pay attention to the rational optimization and integration of existing resources, so that it becomes a complete and valuable whole. Only in this way can we promote the development of library cause and achieve the purpose of reading promotion.

Under the new environment, the operation managers of university libraries need to change their ideas, establish new media awareness, and fully realize the communication value and advantages of short video platform. As shown in Figure 4, the "We Media" operation center was established, and special personnel were selected from the information technology department, publicity department and other departments to actively open accounts. Besides, planning was carried out from the aspects of video shooting, editing and production, and distribution, and professional shooting tools such as professional cameras and stabilizing equipment were equipped for the staff. Submit editing, dubbing, soundtrack and other post-production materials to the production staff, which will be copied, edited and released by the account management staff, timely follow up the likes, forwarding and comments, and actively interact with users to expand the publicity effect and scope. In addition, the university library also needs to strengthen the daily maintenance and management of the account, update the account information in time, establish a reasonable and effective assessment mechanism, encourage more students to join the library account construction, improve the relevant management system, and cultivate excellent creators. Only by providing professional content,

can the short video platform account continue to output high-quality original content, continue to attract fans and increase user stickiness. It is also necessary to strengthen the promotion of short video accounts and improve the number of fans on short video platforms. University libraries should use various platforms to carry out short video account reading promotion activities to attract more readers to join the reading team. At the same time, each university library should learn from the university library and other units and individuals with excellent experience in the operation and management of short video account [9].

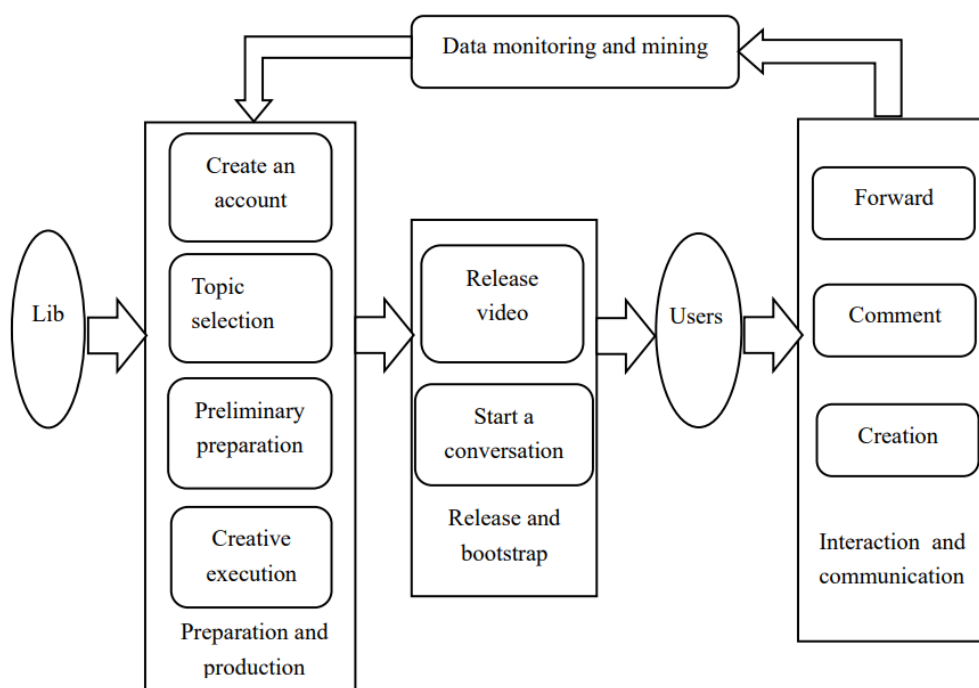


Figure 4. Flow chart of library short video operation

5.2 Give full play to the advantages of the library and do professional original content

The service object of university library is college students, and it shoulders multiple missions of service output, knowledge output and value output. No matter which platform is used to open a short video account, the quality of short video content is the guarantee for the successful operation of short video in university libraries^[10]. University libraries should bear in mind the purpose of reading promotion and satisfy the users' demand for short video knowledge content. Specific improvements can be made in the following aspects:

First, the library should shoot a series of videos to introduce the collection of books or new books, invite relevant experts and scholars to give a brief explanation, and invite readers to share their feelings after reading. The content should be concise, loud and illustrated. Second, the library can use "National Reading Day", book signing and other exhibitions of national reading Day or activities, plan and shoot short videos, with series of works or topic effect as the carrier, to attract more online and offline users. The library can also use the Wechat public

platform to carry out various forms of theme solicitation, solicitation advertisements and other activities. In addition, you can also set up a personal blog on the Internet to interact with netizens. At the same time, the library can push articles through the Wechat public account to achieve the publicity effect, hold regular new book recommendation meetings, organize readers to participate in, and strengthen the reading promotion. Third, the university library can share the short video account with the society, release the library's convenience service content to the society, and provide better and more convenient services for the readers. Through continuous short video screenshots, release trailers, carry out publicity activities, share the library's wonderful speeches and rich activities with the public, and let the readers who cannot participate in the activities know more information and raise awareness^[11].

5.3 Carry out online and offline activities to attract users to participate in interaction

Short video account operation needs to go through the process of establishing user installation base, consolidating user installation base and utilizing user installation base. The main purpose of short video operation in university libraries lies in reading promotion, book recommendation, cultural propaganda, etc. Therefore, it is important to consolidate the user installation base, which requires continuous output of high-quality content, online and offline activity planning to attract users to participate, so that the audience has a sense, gain and want to participate.

In order to consolidate user installation base and improve user stickiness, short video operation of university library can be carried out from two aspects. On the one hand, it pays attention to offline activity planning and attracts college students to pay attention to reading and university library short videos through activities such as book exhibition, book promotion and reading star selection. On the other hand, with the help of short video platform activities, the library can improve the operation ability and production level of short video. For example, the activity of "Battle for Supremacy in university" held on the platform of Bilibili has attracted more university libraries to join in through "homebody dance relay". Each university library can combine its own advantages to make relevant videos for promotion, and the platform will give material rewards to the selected works and those with more praises. Such activities can not only encourage book lovers to participate in video shooting, but also stimulate the enthusiasm of fans to communicate and interact with library short video accounts, which is conducive to improving the influence of library short video accounts.

Short videos of university libraries should not only pursue novelty, intuition and visual impact in the form of content expression, but also pay attention to the sense of substitution and topic, so as to attract the participation of the audience, such as "like" and "comment". Users' comments should be replied in time and guided by public opinion. The comment area is transformed into another window for the output of knowledge and values, which can maintain user stickiness and improve the activity of the account^[12]. Therefore, library short video operators should pay attention to users' likes, comments and private messages after releasing works, and reply users' messages and questions in time. Only sincere communication and satisfactory service can bring good reputation and continuous attention.

5.4 Clear content positioning and produce high-quality theme content

The core of successful operation of short video is the planning of theme content and expression form. Firstly, the theme content should be novel, practical and meaningful. Secondly, the video expression form should be combined with AR and VR technology to make it more enjoyable and have visual impact. Short library videos with functions of reading promotion and cultural inheritance should emphasize details and quality of content on the premise of ensuring its content has certain communication value, such as strengthening emotional resonance with audience groups through background music and text descriptions. At the same time, the theme content should pay attention to user feedback and data analysis, always grasp the direction of the audience^[15]. For example, combining with exhibition activities, find one or two wonderful points of the current exhibition, and make videos to show you the exhibition; Combined with the lecture activities, try to choose the best effect, such as the audience clap or roar of laughter and other good scene effect clips for editing; Combined with book recommendation, simplify and refine the main points of recommendation books, make recommendation videos; Combined with readers' book recommendation activities, we launched a book recommendation video challenge contest on the short video platform. Content similar to this theme not only changes the traditional image of university libraries, but also contributes to reading promotion. At the same time, it can open the new market and audience group of short video reading promotion of libraries, and expand the influence of reading promotion.

In addition, the short video operation of university libraries should also combine the advantages of universities to create featured videos, carry out innovations in subject content, forms of expression, hot tracking and other aspects, and strive to create popular short videos to drive the flow of other content through popular short videos, so as to enhance the influence of other content, increase the audience's willingness to read more, and achieve the purpose of reading promotion.

6 Conclusion

University libraries should fully realize the great communication potential of short video platform in the new media era, actively open short video operation, and through scientific planning, perfect operation and quality management, let the "treasure mine of knowledge" contained in books benefit millions of users through short videos, and let the library vividly show the charm of national reading through short video lens. University libraries should give full play to their advantages, make clear content orientation, do professional content, and produce high quality theme content. At the same time, it is necessary to strengthen the publicity, improve the public participation, and make more people understand and use short video reading promotion, so as to maximize the value of university libraries, which will become an important trend of the development of university libraries in the future. However, because of the short video development time is not long, the attention to short video in the library circle is still in the exploratory stage. University libraries should actively adapt to the new trend of the development of The Times, cater to the reading habits and media use habits of college students, and open up the road of short video reading to adapt to the trend of The Times and meet the new cultural consumption needs.

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