

Library Use of Short-Video Platforms for Reading Promotion: Strategies and Effectiveness Analysis

Zixuan Liu*

Beijing University Of Agriculture, Beijing, 102206, China

*Corresponding author: 43620510@qq.com

Abstract: With the spread of mobile internet, short-video platforms such as Douyin, Kuaishou and Bilibili have become popular places for the public, especially young people, to obtain information and enjoy culture. Therefore, the traditional library reading promotion model has some problems, including limited scope, weak participation and lack of interest. At the same time, although some libraries have started to explore the use of short videos, there are still many problems, such as fragmented strategies, a lack of effective data-driven evaluation, and no systematic model. Organise the ways and results of libraries' use of short-video platforms for reading promotion in this paper. Based on the above methods, such as literature review, case studies, questionnaires, user persona analysis, data analysis, pilot tests, etc., this paper will comprehensively examine the operating conditions, content strategies, interactive features, user feedback and promotion effectiveness of short video accounts at academic libraries. Based on the above research, the current overall coverage of short-video accounts in academic libraries is relatively small, and there are many problems, such as uneven platform development, uniform content, limited interaction, and a lack of operating mechanisms. Based on the above, the four dimensions of the research model are communication effect, interaction effect, conversion effect and brand image, which will be applied and verified in the case of the Beijing University of Agriculture Library. Finally, some general optimisation plans and practical suggestions for improving the construction of mechanisms, content innovation, deeper interaction and data-driven operation are put forward in this paper. The purpose is to offer a scientific foundation and practical plans for promoting the reading of short videos in academic and public libraries, thus advancing the digital transformation and efficiency improvement of library services.

Keywords: Short Video Platforms, Reading Promotion, Academic Libraries, Effectiveness Evaluation, Strategy Optimization

Introduction

The Digital, Networked and Intelligent Information Environment has changed many ways for people to obtain information and learn. Short-video platforms such as Douyin, Kuaishou and Bilibili (B-station) have gained the attention of many young people born in the digital era because they are short, visual and interactive; thus, they have gradually been used to spread knowledge and culture in all fields. Recently, the "short-video + reading" model has become popular and has brought new life to the publishing industry and the spread of reading. With the deepening progress of nationwide reading and the digital transformation of libraries, how to use short videos as a new type of medium to break through the time and space limitations of traditional reading promotion, reach young users more effectively, promote resource collection and improve service efficiency has become an urgent problem for the library community to address.

Hongyu An^[1] thinks that book short videos are an application of the "Internet + publishing industry"; they can provide continuous content for the audience at any time, and in a large-data environment, interested video content can be accurately distributed to tagged groups, so using short videos for book promotion is a good combination of the publishing industry and the Internet. Li Rui and others^[2] have investigated the present situation of library short-video reading promotion from the perspective of affordance and put forward optimisation strategies; Liu Haiying^[3] has examined the development circumstances of short-video services in university libraries; Liao Shuyu^[4] has discussed the operation and innovation strategies of Douyin platforms in university libraries; and Zhang Yuhui^[5] has conducted a review of related research literature. The above studies are related to this paper. There are still some general problems with the current practice, such as dispersed operations, ambiguous strategies,

subjective evaluation of results without supporting data, and a lack of systematic theoretical study and empirical research.

Therefore, the purpose of this paper is to address the actual problems in the operation of university library short-video accounts and promote the development of nationwide reading. The general directions of the research are as follows: First, a general survey will be conducted to learn about the current operation status and main problems of the university library's short-video accounts. Second, based on some successful cases and interviews with some users, we have collected some dissemination materials. Finally, in cooperation with the pilot operation at the Beijing University of Agriculture Library, we will improve the operation and issue a guideline. The goals of this paper are to conduct all-round research on the promotion of library short-videos, offer theoretical support and practical advice for other scholars, and help libraries improve their service image and operating efficiency in the digital age.

1. Analysis of the Current Situation and Problems of Short-Video Reading Promotion in University Libraries

1.1 Data Collection

The two kinds of data in this study are as follows:

1.1.1 Macro-level Operating Data

According to the Shanghai Ranking University Rankings, we have selected 125 universities as our sample. Before May 10, 2025, we manually searched for keywords such as "XX University Library" on Douyin, Bilibili and Kuaishou, verified and recorded the basic data of each one, including the activation status of their official accounts, the number of videos and the number of followers, to analyze the general current situation of short-video presence for university libraries.

1.1.2 Micro-level User and Effect Data

An electronic questionnaire was distributed to the faculty and students of Beijing University of Agriculture, a total of 356 valid answers were obtained, and an impact analysis was also carried out based on other data from the library's short-video accounts.

1.2 Account Activation and Operation Introduction

Based on the survey of 125 sample universities, the general development of short-video operation by university libraries in China is still in its early stages, and many deficiencies exist.

1.2.1 The whole coverage ratio is relatively small

Only 33 universities have begun to post certified official library short videos on one or more platforms, and the total activation rate is only 26.40%.

1.2.2 Distribution of Platforms is very uneven

Among the three main platforms, Bilibili has the highest activation rate at 17.6%, followed by Douyin at 14.4%, and Kuaishou has a very low activation rate of only 1.6% and is almost insignificant.

1.2.3 The Leading Effect of Operating Scale is Significant

The total number of accumulated videos on the three platforms of Douyin, Bilibili and Kuaishou is 2,191, and more than 95% of the content is on Douyin and Bilibili. The total number of followers is 95,895, and most of them are on Bilibili and Douyin. A few accounts have done much better than the others in terms of both the number of videos and followers; for example, Zhejiang University Library (on Douyin), Tsinghua University Library (on Douyin and Bilibili), Sichuan University Library (on Bilibili), and Wuhan University Library (on Bilibili) have achieved remarkable success and formed a "head group", while most other accounts have a relatively small number of followers and post infrequently.

1.3 Analysis of Main Operating Models

Currently, the main operator of short-video accounts in university libraries is the official library-run model; in about 70% of cases, the library directly manages the account and is thus the dominant form,

but it is often restricted by institutional mechanisms, and its content innovation and flexibility need to be improved. The other is the student team or student club operation model; the library has student teams and related clubs that create and run content. Generally speaking, the content is more lively and in line with students' interests, but there are also problems such as a lack of professionalism, weak integration with the main business of the library, and operational interruptions due to high staff turnover.

1.4 Content Strategy and Interaction Features

1.4.1 Content Strategy

The five main directions for the short-video content of university libraries are service tools, collection resources, reading promotion, campus culture and image, and popular science knowledge. The main problems at present are:

a. A Single Structure and Severe Homogeneity: The content mainly consists of simple library tours, new book displays and activity announcements; there is a lack of deep planning, and the content is more "instrumental" than "attractive".

b. Lack of a user's perspective: Most of the content is based on the library's own ideas and does not consider the actual needs and interests of students and teachers, so it is not very attractive.

c. Lack of Serialisation and IP Construction: Most of the content releases are one-off or single-episode works, and there is no continuous plan for column-by-column development or branded IP creation to keep the audience interested over a long period.

1.4.2 Interaction Features

The mode of interaction for current accounts is that they are frequent but shallow, relatively infrequent and moderate, and almost never deep. Most of the interaction is shallow, such as likes and simple emoji comments, and user participation is low. The proportion of moderate interactions, such as questions about the video content and longer comments, is relatively small. The rarer a type of participation is, the higher the probability that people will join organised challenge activities or show offline borrowing and consulting behaviour inspired by the video content. Generally speaking, there is a "four-lack" problem in the mechanism of interactive operation: there is no special staff in charge of comments, there is no proactive design of interactive elements (such as polls and topic challenges), there is no linkage design between online activities and offline services, and there is no feedback optimisation mechanism based on interaction data. It will not fully utilise the social nature of short videos and will therefore fail to go viral.

1.5 Summary of Typical Problems

Based on the analysis above, the current problems in the promotion of short-video reading by university libraries can be divided into the following four categories.

1.5.1 Structure of the Operating Model

They are mainly managed by part-time staff, do not have full-time employees and a regular system, and there is a lack of coordinated operation among multi-platform accounts to form a matrix effect.

1.5.2 In terms of content matrix

The contents are the same, and the competition among companies is fierce; there is no continuous column plan or a distinctive brand IP, so it will not be popular with users.

1.5.3 In terms of interaction and conversion

At this time, the interaction is relatively low, so it will not motivate people to be more interested or change their behaviour after viewing; the path from 'viewing' to 'using' is not good.

1.5.4 In Terms of Data Awareness

The evaluation standards are too one-sided; only the surface data have been used, such as the number of plays and likes, but not deeper indicators of content quality and actual effectiveness, such as completion rates, interaction rates, net follower growth and conversion rates.

2. User Survey and Empirical Analysis: A Case Study of the Library at Beijing University of Agriculture

To find out what the users want and how effective the promotion has been, we have conducted a special user survey at the Beijing University of Agriculture Library.

2.1 User Profile Analysis

Based on the analysis of the 356 valid questionnaires, the attributes of the users are as follows:

2.1.1 Identity Structure

The main group of users are undergraduate students, accounting for 78.37%, and next are graduate students, teachers and other staff; the proportion of the latter two is relatively small. Therefore, the main direction of content creation will be the demands of college students.

2.1.2 Different Platforms Used

Teachers are more likely to use WeChat Channels, and students prefer Douyin and Bilibili much more. Therefore, according to the media consumption habits of different groups of users, various platforms can distribute or focus on different kinds of content.

2.1.3 Various Content Preferences

The Requirements of All Users Differ. Master's students have shown some interest in research support materials, such as the "Database Usage Tutorial"; faculty members are looking for "academic research skills" and "recommendations of new professional books", and undergraduates are very interested in content like "recommendations of new or good books", "interesting popular science knowledge" and "campus culture displays".

2.2 Platform Use and Content Preferences

2.2.1 Platform Usage

Teachers and students are often using Douyin for short videos (78.37%), and REDnote and Bilibili are also popular. It is not in line with the library's current large investment in Bilibili (see Section 2.1) and should be revised.

2.2.2 Content Preferences

The most popular type of content was "Recommendations for new books or good books", and it had a selection rate of 59.55%. Next are "database use tutorials", "library service guides" and "cultural activity promotions"; the three main reasons for their popularity are practicality, interest and timeliness.

2.2.3 Length Preference

57.87 per cent of the users believe that 15-60 seconds is a reasonable length for the library's short videos, and this is in line with the characteristics of fragmented short-video consumption. The content of 1-3 minutes is also quite popular in the market (35.96%) and is more suitable for platforms such as Bilibili.

2.3 Promotion Effect Analysis

2.3.1 Account Following and Reach

Among the surveyed users, 42.42% had followed the library's official account, but more than 35% of the users had never seen it; thus, there is still a large gap in the coverage range of the promotion. The two main places people looked for the library's videos were algorithm recommendations and "follow" lists.

2.3.2 Behavioural Conversion

Among the behaviours after watching the videos, shallow interactions such as 'liking', 'saving' and 'sharing' were the most frequent. A considerable number of users said they would "learn about new library services" or "be motivated to read", but the proportion of direct conversion to "borrowing books" or "joining activities" was relatively small; thus, the path from cognition to behaviour needs to be strengthened through better design.

2.3.3 User Satisfaction

The average satisfaction scores of users in the five areas of "practicality of content", "interest in content", "creativity of format", "frequency of updates" and "interaction experience" for library short videos were 4.02 (out of 5), and they all fell into the "relatively satisfied" category. It can be seen that the current work has gained some attention from users, but more needs to be done to increase their interest, creativity and participation.

2.3.4 Positive Effects

More than 70% of the users thought that the library short videos expanded their knowledge of the library's collection and services, and almost 60% were motivated to read because of them. Therefore, it can be concluded that short videos have promoted the spirit of library life and reading.

2.4 User Attitudes and Improvement Suggestions

The main directions of users' suggestions for improving the short videos in the library are as follows: First, increase promotion and publicity to raise public awareness of the account; Second, enhance the interest and creativity of the content system by adding serialized, engaging and practical materials; Third, improve the interactive experience in response to comments in a timely manner and organise live-streaming sessions; Fourth, improve the practicality of the content by adding more necessary information, such as thesis writing, database use, postgraduate entrance examinations and civil service examinations; Finally, introduce operational innovation by collaborating with well-known teachers and student Key Opinion Leaders (KOLs) to create branded columns.

3. Conclusions and Recommendations

3.1 Main Conclusions

3.1.1 A channel has been set up, but both the penetration rate and the operating level are relatively low

Short videos are definitely a good way to reach young people and create a youthful brand image for the library. However, the total activation rate of the university library is relatively low at 26.40%, and many of the activated accounts have problems such as slow updates, low interaction and content homogeneity; thus, the full value of this channel has not been realised.

3.1.2 The two keys to success are "Content is King" and "Relationship Operation"

Based on the above survey, good quality, practical and interesting content will attract the attention of the public. Attention and views are not enough; only when we create good interactive functions can we connect with users on a deeper level and make them want to keep watching and participating.

3.1.3 The Foundation for Long-term Development is Organisational Support and Team Capability

The long-term development of short-video services should not depend only on part-time staff and enthusiasm; with the full support of the organisation, a stable content production system can be established, processes standardised, and new-media literacy among librarians can be enhanced in content planning, video production, data analysis and community operation, etc. The main problems of the system and personnel at present are obstacles to development.

3.2 Countermeasures and Recommendations

Based on the above research results, the following systematic optimisation suggestions for library work are put forward in this paper:

3.2.1 Mechanism Construction: Laying the Operational Foundation

a. Designate Special Roles or Groups. Set up full-time new media operation posts or teams in the library, clarify the duties, rights and evaluation goals, and ensure the stability and professionalism of the work.

b. Establish Standard Operating Procedures. Establish one general SOP for "topic selection-scriptwriting-production and filming-review and release-interaction maintenance-data analysis", develop an annual/quarterly content calendar, and plan and publish content in a timely

manner.

c. Organise Interdepartmental Cooperation Arrangements. Contact the internal library office to obtain some materials, learn about new technologies, etc., and work with the university's publicity office, youth league committee and student organizations to increase the quantity of materials we can use and share.

3.2.2 Content Innovation: Creating Core Attractions

Built in all weather.

a. Douyin wants to be "short, simple and fast", so it has produced content that is about 15-60 seconds long, such as "quick guides to services", "quick views of collection treasures" and "campus cultural moments".

b. Bilibili should increase the production of "medium-length and in-depth" content and create columns such as the "Database Usage Tutorial Series", "Classic Reading Guide Micro-courses" and "Edited Academic Lecture Highlights".

c. WeChat Channels: Contact the official WeChat public account to speak with the current readers, organise live-streaming activities and post all-weather reports.

d. Develop Brand Content IP. Add some fixed columns, such as "Librarians Talk About Books", "Unlock Databases in One Minute" and "Library Fun Facts", to increase brand awareness and encourage more people to watch.

e. Strengthen the "visualisation of knowledge services" and the "storytelling of the library". Turn the difficult skills of database search and knowledge for lifelong learning into interesting animations or situational dramas, present the stories of librarians, readers and collections, and win people's hearts.

3.2.3 Interaction Deepening: Building Active Communities

a. Set the "reply to a comment" option. Build a database of frequently asked questions and promptly and reasonably respond to user comments within 24 hours to let them know that we have read their comments.

b. Schedule Regular Online Meetings. From time to time, organise all kinds of events, such as "live Q&A sessions with the director/subject librarians", "joint reading and check-in challenges", "topic submissions", etc., to motivate more users to participate.

c. Design a Closed-Loop System for Online-to-Offline Conversion. Clearly instruct users on how to carry out some operations in the videos, such as "click the lower left corner to register for an event" or "search for call number XX to borrow", offer extra help in the comment area and private messages, etc., to connect online interest with offline behaviour.

3.3 Research Limitations and Future Work

The subject of the present study is university libraries, and the implementation of the proposed evaluation system and strategies has not been applied to public libraries. The following will be the direction of future research.

3.3.1 Establish Industry Benchmark Data

The industry association or alliance should take the initiative to build a core data benchmark for library short-video operation and then distribute it to all parts of the industry so that individual libraries can use it for self-assessment.

3.3.2 Exploration of Applications of AIGC Technology

Research will be carried out on the application prospects of AI-generated content (AIGC) in the fields of automatic script generation, intelligent editing, virtual librarian broadcasting and multilingual translation for production cost reduction.

3.3.3 Mechanism of Long-term Effect

Extend the time of the longitudinal study to further explore how short videos for reading help students improve their information literacy and develop good reading habits, etc.

Fund Projects

CALIS Agricultural Center Project "Library Use of Short-Video Platforms for Reading Promotion: Strategies and Effectiveness Analysis" (Project No. 2025001)

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