Intelligent Subscription Algorithm of University Library Reading System Based on WeChat Public Platform

Yuanfeng Tang
Xiangsihu College of Guangxi
University for Nationalities
Nanning, Guangxi, China
530008

Abstract:This system is under the development mode of the WeChat public platform, using the Unified Modeling Language (UML) as the description language for analysis and design, combined with the mature library-level basic platform J2EE and the lightweight open source database Mysql design and implementation of a B/ S-structured library book personalized recommendation system. Learning the construction mode of audio reading application software or audio reading WeChat applet in the market, starting from the product construction principles, supporting elements, page design scheme and operation scheme, etc., put forward a comprehensive method for university libraries to use applet to build an audio reading service platform sexual solutions.

Keywords: Intelligent Subscription Algorithm, University Library Reading, Wechat Public Platform

1. INTRODUCTION

Library reading promotion refers to the activities that libraries use to improve the reading volume and borrowing rate of their collections by various means [1]. With the advent of networking and informatization, the reading medium gradually tends to be digital, and the use of micro-platforms for socializing and entertainment has become the main way of students' daily life. In response to this situation, university libraries should recognize the publicity value of the WeChat public account platform [2], actively develop and build the platform, make full use of the information transmission function in the platform, and organically combine professional expertise with the reading habits of teachers and students to carry out scientific and efficient development. It is an important research direction of Chinese medicine university library [3].

The application of WeChat public platform can avoid the time and space limitations of traditional reading promotion. The 21st century is the information age, and modernization has been achieved in various fields and industries through the widespread application of information technology [4]. Based on this, in order to better improve their service level and service functions, university libraries have also begun to use new media to promote reading. WeChat (Wechat) is an instant messaging service launched by Tencent in early 2011. Free application, which supports cross communication operators and operating systems, and transmits audio, video, pictures and text information for free through network transmission [5].

Establish public accounts of university libraries through the official certification of WeChat public platform, and use the push function to send more targeted promotion content to users, providing users with more convenient and efficient reading services [6]. This paper investigates the current situation of reading promotion on WeChat public platform of 19 Chinese medicine university libraries in China, analyzes the problems and proposes optimization strategies, in order to provide reference for the development of reading promotion work in university libraries based on WeChat public platform [7].

The rapid growth of Chinese netizens using mobile phones to access the Internet reflects the rapid development of China's mobile Internet [8]. The development of the mobile Internet has changed the whole society and comprehensively affects all aspects of people's lives. Relying on the mobile Internet platform, a large number of application software are pushed out to meet various needs in people's lives [9]. The investigation of the usage of WeChat found that more than 60% (66.4%) of the people who read on the mobile phone have read the WeChat widely, and the average reading time of WeChat is 14.11 minutes per day [10]. On April 18, 2016, the National Ten H National Reading Survey Report showed that the reading time on mobile phones increased the most, and the per capita reading time on WeChat was 22.63 minutes per day. Butler's famous words in "Library Science Theory" are still Applicable to today's explosive growth of data and information today [12].

With the development of digital information technology, more and more traditional books are integrated into our life in digital form [13]. Audiobooks are popular among users for their fast dissemination and low cost. In the current era of mobile Internet, new media such as Weibo and WeChat are gradually replacing most traditional media, and have become the dominant media for information transmission and sharing [14].

These new media have penetrated into people's daily life and changed the way of interaction between libraries and readers. In this environment, library reading promotion work also needs to continuously integrate new marketing concepts and thinking [15]. One-to-one consulting services and keywords It can realize one-to-many media activities, and has become an important technology platform for government agencies, enterprises, institutions and individuals to promote themselves. In a narrow sense, university library WeChat refers to the university library WeChat public platform, which is a platform for university libraries to register their WeChat public account [16].

As of April 2017, WeChat has become a mobile application used by more than 800 million people. In the past two years, most university libraries have successively opened the library

WeChat public account [17], and have used the WeChat public account to conduct reading promotion service attempts, and have also discussed the effect of WeChat reading promotion. As a concrete embodiment of university culture, university library is constantly progressing with the development of university. Because of providing reading services for students for a long time, university libraries have formed a relatively complete model in the management process, and have achieved certain development results [18].

2. THE PROPOSED METHODOLOGY

2.1 The Micro-Channel Public Platform

The WeChat platform supports a variety of content presentation methods such as text, images, audio and video [4]. According to the survey, at present, the information push method of most domestic university libraries' WeChat platform is mainly pictures and text content. To establish a WeChat public platform in university libraries, it is necessary to give full play to the role of WeChat platform as a social software. On the basis of fully understanding the reading needs of college students, new functions of WeChat should be explored and developed to provide students with diversified reading services.

The library staff use the WeChat editing software to typeset the content. It can not only guide readers to read actively and learn to read online, and achieve the purpose of cultural inheritance, but also can break through time and space constraints to build a real-time communication experience platform for readers. Reading promotion through the WeChat public platform realizes the full use of Internet technology. First of all, according to relevant investigation and analysis, the reading promotion effect of most university libraries is not ideal at present. It can be roughly divided into two levels, namely university libraries with a WeChat communication power index of around 700 and university libraries with a WeChat communication power index below 400. Personalized push is based on readers' personal hobbies and usual check records, and based on this, pushes books that they may like to readers. With the continuous increase of library collections, the number and types of books continue to increase, so readers need to spend a lot of time and energy to search for books that meet their needs.

This will not only cause a waste of resources such as manpower and energy, but also ignore the situation of readers, and it will be impossible to improve the work of the library. College students are the main body of the reading promotion work on the WeChat public platform of university libraries, and have special reading needs and methods. All these libraries provide at least one mobile service, and most of them provide multiple services. The most common mobile services are mobile sites, messaging services, e-books, and mobile access to databases and catalogs. The data of this article comes from the WeChat public platform of 41 university libraries and the Qingbo index platform. Qingbo is a researcher, a public opinion analysis report and a software supplier of the new media big data evaluation system and influence standard. The platform has authoritative experts in the industry, including the complete push article.

2.2 The University Library Reading System

The purpose of establishing the library WeChat public account platform in colleges and universities is to optimize the library's book service. In order to better play the role of the platform, colleges and universities should increase the publicity of the WeChat public service platform, and select 19 Chinese medicine university libraries as the For the research objects, data analysis was carried out on the content and reading volume of their WeChat public accounts. The data selection time is from September 1, 2019 to November 30, 2020. The WeChat public platform of university libraries is a bridge between university libraries and readers, and an effective tool for university libraries to serve readers and communicate with readers.

Through the investigation, it was found that most "985" university libraries have opened WeChat public accounts, and even some of the library's WeChat public accounts were named after the field of "school name + library". Although most university libraries have formed relatively mature working experience in reading promotion, there are many defects and deficiencies in the use of WeChat public platform, especially in the promotion methods and functions, which are mainly reflected in the following aspects: Aspect. System modeling is software design and development based on the Unified Modeling Language (UML). Unified Modeling Language (UML) is a set of graphical representations supported by models. These methods can be used to describe and design software systems, especially object-oriented methods. "Reading aloud by Bo Kan" and "Benevolence Reading Promotion for All".

2.3 The Intelligent Subscription Algorithm for University Library Reading System

University Library Reading System Intelligent Subscription Algorithms Many libraries lack full-time WeChat reading promotion staff. They simply use the WeChat public platform as a traditional reading promotion tool, and simply forward the news or notices on the original homepage to WeChat. Public platform. In view of the problem that the content of the WeChat platform is complex and the effect is not obvious, colleges and universities should strengthen the construction of the library WeChat public account platform, improve the management and supervision of the platform, and provide students with healthier and richer reading content. Give full play to the promotion role of the library's WeChat public account platform.

On the one hand, this may be related to the location where the information pushed by different types of official accounts is displayed, that is, the information pushed by the service account will be directly displayed in the chat window. The audio reading service platform based on WeChat applet mentioned in this article is for the scope of colleges and universities within the teacher-student group. Although the student body is highly mobile, the platform audience has always been mainly teenagers aged 20-30. Therefore, the platform construction should also focus on actively guiding the physical and mental health of young people. Strengthening the construction of a professional team for WeChat reading promotion is an important condition to ensure the professionalism, stability and continuity of WeChat reading promotion, and provides an indispensable talent guarantee for the realization of the professional construction and scientific management of WeChat reading promotion platform. The current situation of WeChat reading promotion in university libraries is not optimistic.

3. CONCLUSIONS

This paper first analyzes the significance of personalized technology to the library push platform, and introduces the key technology of personalized reading push system. Then, on the basis of studying the knowledge and key technologies of

personalized reading push, a personalized reading push system based on WeChat public platform is constructed. The design scheme and operation scheme of college audio reading service platform based on WeChat applet are proposed. According to the construction principle of "Center", the page design of "Home", "Category", "List" and "Account Management" of the Mini Program is carried out, and specific details are put forward from the three aspects of "new promotion", "activation promotion" and "recall". operating plan.

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