

# Construction and Empirical Research of the "Reading Promotion Pyramid Model" in University Libraries

Lijun Ru

Hubei University of Science and Technology, Xianning City, Hubei Province, 437000, China

**Abstract:** Reading promotion activities in colleges and universities have long faced the reality of "strong sense of ceremony but weak sustainability". This paper takes Hubei University of Science and Technology as a case study, based on the growth laws of students and drawing on the concept of pyramid stratification, constructs and empirically verifies the "pyramid model of reading promotion". The model builds a cultural foundation through traditional projects, cultivates ecological connections through micro-brands, and achieves value guidance through cultural IPs, forming a benign mechanism of three-stage synergy from basic to middle to top. Based on the systematic interpretation of the implementation path and achievements of Hubei University of Science and Technology, the study, through comparative analysis with other universities in Hubei Province, proposes optimization suggestions from different dimensions, with the aim of providing a reference model with both theoretical value and practical guiding significance for the construction of bookish campuses in colleges and universities in the new era.

**Keywords:** University libraries; Campus of books; Reading promotion; Pyramid model

## 1. Introduction

In the congratulatory letter of the first National Reading Conference in 2022, it is pointed out profoundly: "Reading is an important way for human beings to acquire knowledge, enlighten wisdom and cultivate morality. It can inspire people to think, establish lofty ideals and cultivate a noble spirit." This statement precisely clarifies the educational value of reading. On February 1, 2026, China's first administrative regulation on universal reading, the Regulation on Promoting Universal Reading, came into effect, marking a new stage of universal reading from "advocacy" to "legal protection". Subsequently, the "15th Five-Year Plan" further deploys "promoting the construction of a book-filled society". This series of policy punches demonstrates the country's strategic resolve and determination to promote reading among teenagers and build a book-filled society.

Colleges and universities, as the core strongholds for the inheritance and innovation of knowledge, are not only an essential part of fulfilling the fundamental task of "cultivating virtue and nurturing talent", but also a responsibility of The Times to serve the national cultural strategy and enhance cultural confidence. However, the reading ecosystem in colleges and universities is facing real challenges at present. Surveys show that nearly 90 percent of students recognize the value of reading, but more than 50 percent read for less than an hour a day, and "free mobile reading" has become the mainstream way<sup>[1]</sup>. While digital reading brings convenience, it also intensifies the tendency of fragmentation, superficiality and entertainment of content. The algorithmic push of commercial platforms is often traffic-driven, making it difficult to guarantee the systematicness and thoughtfulness of the content. This requires colleges and universities to take the initiative to play the role of value guidance and help students build a well-structured and profound reading system. It is worth noting that "no atmosphere for reading"<sup>[2]</sup> has replaced "no time" as the primary reason that hinders students from reading. There is a "progressive weakening" trend<sup>[3]</sup> in the inheritance of reading traditions, methods and values. Therefore, elevating reading from a personal act to a campus trend has become a key path for colleges and universities to optimize the academic atmosphere and cultivate new talents.

## 2. The construction of the "Reading Promotion Pyramid Model" for a book-filled campus

The growth of college students is not simply an accumulation of time or a linear superposition, but rather like a mountain that needs to be climbed step by step - each height corresponds to different dimensions of ability growth and spiritual leaps. The student growth pyramid model reveals the law that

students need educators and educational environments to provide a stepwise support system (such as environmental infiltration, resource support, value guidance and peer interaction) from basic participation to deep development, ultimately forming the law of hierarchical development from the surface to the core and from the shallow to the deep.<sup>[4]</sup>As a framework for understanding and promoting the growth of college students, the pyramid model has shown its value in teaching and student affairs in higher education and has important methodological implications for the construction of a scholarly campus. Drawing on the theoretical logic of the student growth pyramid model, this paper constructs the "Reading Promotion Pyramid Model" (see Figure 1) applicable to the construction of a bookish campus in colleges and universities.



Figure 1 Reading Promotion Pyramid Model

The model is based on a variety of library resources and modern reading space construction, and builds up three levels: with ongoing classic reading projects as the tower body, forming a stable and lasting foundation support; Build an interactive and symbiotic ecological connection with flexible and diverse micro-cultural activities as the tower waist; Build a top-notch cultural IP to create a benchmark effect of value leadership. We adopt a hierarchical synergy mechanism to drive the transformation of reading promotion from fragmented activities to a systematic project, ultimately achieving the deep infiltration of reading culture from environmental immersion to personality shaping.

This paper takes Hubei University of Science and Technology (hereinafter referred to as "HUKe") as an example and aims to provide theoretical reference and practical framework for systematically promoting the construction of a bookish campus in colleges and universities by constructing and verifying the practical effectiveness of the "pyramid model of Reading promotion".

### 3. Case Study on the Construction of a Bookish campus at Hubei University of Science and Technology

#### 3.1 Basic Support: Cultural Accumulation and Long Tail Effect of Traditional Projects

Hubei University of Science and Technology, led by the "Study at Hubei University of Science and Technology · Bookish Hubei University of Science and Technology" action plan, has established a three-level collaborative mechanism of "top-level design by the Publicity Department of the Committee - overall promotion by the Student Affairs Office - special guidance by the library", with clear division of responsibilities and top-down integration, extending the reading promotion organization to the class, effectively solving the problem of "hot at the top but cold at the bottom", and strengthening the grassroots reading ecosystem. At the implementation level, with "one class, One brand" as the starting point, it promotes classes to build characteristic reading brands in combination with their specialties and interests, achieving a transformation from formal coverage to connotative growth; Transform reading activities into sustainable educational vehicles through the selection of "Reading stars" in the university-level

"Huke Star". Meanwhile, exemplary models shall be cultivated relying on advanced student organizations such as the Young Marxist Training Class and the Student Union. Through point-to-surface promotion and top-down linkage mechanisms, the vitality of universal participation can be effectively stimulated. In terms of content, we insist on upholding tradition while innovating. On the one hand, we regularly carry out brand activities such as fine prose reading, essay contests, book reviews and film reviews to pass on classic culture; On the other hand, we have innovated the dissemination of red culture by creating red-themed micro-libraries that integrate functions such as borrowing, discussion, and themed days, along with interactive forms such as thematic exhibitions and knowledge competitions, to build an integrated education chain of "reading foundation - discussion deepening - practical experience", transforming red literature into vivid educational resources. Through institutionalized operation and multi-departmental collaboration, the school has enabled traditional reading projects to accumulate profound cultural heritage and create a long-lasting and long-tail effect, providing a solid and lasting foundation for the reading promotion system.

### ***3.2 Mid-level Connection: Construction of Micro and Small Brand Matrix and Ecological Effects***

In the "pyramid model" of reading promotion, the middle connection layer plays a core role in bridging top-level leadership and grassroots participation, focusing on building a multi-interactive and sustainable campus reading ecosystem. Hubei University of Science and Technology uses the micro-reading brand matrix as a starting point to effectively solve the problems of fragmentation and superficial participation in reading promotion activities in colleges and universities, forming a cultural education system with clear hierarchy, subject linkage and dynamic update. In terms of organization, it implements a three-level linkage mechanism of library coordination, club execution and departmental collaboration, integrating professional, dynamic and disciplinary resources to ensure the long-term operation of the brand. In terms of brand building, we adhere to differentiated positioning and complementary functions, create distinctive activities such as "Happy Reading and Exploration · Youth Speak", "Huke Night Reading", "Chasing Light and Viewing the Sea · Book and Film Club", and "Human Library", and build immersive, interactive and co-creation reading scenarios to meet the needs of different groups; At the same time, actively build a reading ecosystem based on symbiosis and multi-dimensional extension, collaborate with the College of Humanities to carry out literary creation, work with the College of Arts to promote calligraphy and painting aesthetic education, and collaborate with the International College to organize cultural exchanges between China and foreign countries, promoting reading from knowledge input to creative output, aesthetic experience, and cross-cultural dialogue. By building a matrix of micro and small characteristic brands and fostering a stable reading community, the school has deeply integrated reading culture into campus life, providing a vigorous mid-level support for the pyramid reading promotion model.

### ***3.3 Top-level innovation: The mechanism for shaping and disseminating cultural IP under the three-level linkage of school - local - provincial***

The school has incorporated the construction of a book-filled campus into its core agenda. The school leaders have taken the lead by participating in the micro-video recording of "I am a Huke Book Speaker" to demonstrate and lead the transformation of administrative authority into cultural appeal, forming a top-down value guidance and laying a solid top-level support for the promotion of reading. In terms of brand building, the event adopts a three-level selection process of preliminary, re-evaluation and final within the school, and invites experts from within the school and Hubei Province's gold medal storytellers for joint review, elevating the event from a talent show to a platform for in-depth reading and ideological expression. In terms of dissemination, a three-level linkage network of "school - region - province" was built to boost the value of cultural IP: Locally, excellent storytelling videos were broadcast in the libraries of Xianning City and district, with over 300,000 clicks, and storytelling artists entered Xianning Radio and Television to jointly build reading columns, recording more than 20 episodes per year, extending campus culture to public culture; In terms of provincial collaboration, teachers and students actively participated in the "Yangtze River Reading Festival · Storyteller Competition" and won many provincial and national honors, and cooperated with the provincial library and Chutian Music Radio to set up the "Huke Special Session" to spread reading culture throughout the province. The "Huke Book Speaker" has been successfully selected as one of the 100 distinctive reading events in the country, an outstanding online cultural work in Hubei Province, and a colorful project of the National Library Press, achieving a breakthrough from the campus self-circulation to the social large circulation and forming a replicable and sustainable model of reading promotion.

In summary, Huke has not only enhanced the systematicness and effectiveness of campus reading promotion, but also shaped a high-quality reading ecosystem centered on Huke at the local level through the three-stage collaborative mechanism of "basic - middle - top" reading promotion, with traditional projects to strengthen cultural foundations, micro-brands to cultivate ecological connections, and cultural IPs to achieve value guidance. It strongly validates the theoretical value and practical effectiveness of the "pyramid model of reading promotion" in building a book-filled campus in colleges and universities.

#### **4. Comparative analysis of Sister Institutions and optimization suggestions**

To accurately grasp the optimization direction of reading promotion in colleges and universities, this study takes six representative university libraries in Hubei Province as benchmark samples, including Wuhan University, China Three Gorges University, Wuhan Polytechnic University, Hubei University of Technology, Hubei Normal University, and Hubei Engineering University, and comprehensively employs methods such as online research, telephone interviews, and academic conference discussions. Systematic review shall be conducted on the practical experience, common attributes and differentiated characteristics of the construction of book-rich campuses across universities. Existing deficiencies shall be analyzed and replicable development models shall be summarized, so as to provide an academic foundation and practical pathways for improving the quality and efficiency of reading promotion in institutions of higher education.

##### **4.1 Common Features and Development Trends**

The comprehensive comparison shows that there is a highly consented development direction for the construction of bookish campuses in Hubei Province's colleges and universities, and the overall reading promotion work shows a clear trend of transforming from scattered activities to systematic construction.<sup>[4]</sup>

First, branding and systematization have become the core paths. Wuhan University has been creating high-quality cultural education projects for 13 consecutive reading festivals. In 2025, it will launch 43 series of activities under the theme of "AI Reignites Classics", forming a mature model of "thematic leadership and matrix presentation". Hubei Normal University, Hubei Engineering University and others have used the Reading Festival and Cultural Month as carriers to build an activity system that covers the whole year and has clear nodes, promoting the upgrade of reading promotion from "single event" to "institutionalized arrangement".

Secondly, space reengineering and digital communication drive the two wheels. Hubei University of Technology creates immersive aesthetic reading scenarios with Song Dynasty gatherings, and China Three Gorges University combines water conservancy disciplines to create the "Jiuduxuan" characteristic space, achieving cultural empowerment in physical space; Hubei Engineering University and Wuhan Polytechnic University have expanded the boundaries of communication through new media platforms and online reading, forming a communication pattern that combines online and offline, virtual and real.

Thirdly, reading promotion is deeply integrated with moral education. All six universities have deeply integrated reading promotion with information literacy education, discipline construction, ideological and political education, and campus culture. Wuhan University highlights the inheritance of classics and the guidance of humanistic values in the AI era, and Wuhan Polytechnic University promotes cultural exchange through "tea aroma and book fragrance", both demonstrating the educational orientation of "cultivating people through culture". Overall, the construction of book-filled campuses in Hubei's universities has entered a new stage where both formal innovation and connotative development are emphasized, single-point activities and system construction are coordinated, and campus closure and education are integrated.

##### **4.2 Optimization Suggestions Based on the "Reading Promotion Pyramid Model"**

Based on the comparison results of colleges and universities within the province and in combination with the hierarchical logic of the "Reading Promotion Pyramid Model", optimization suggestions are proposed from four dimensions: top-level design, middle-level integration, basic support, and digital empowerment.

- 1) Strengthen the top-level design and build a thematic brand ecosystem. Drawing upon the annual

themed leadership model of Wuhan University, annual core reading themes shall be set up, and a highly recognizable and hierarchically structured brand matrix shall be constructed. Alumni resources shall be mobilized to expand brand influence and realize value extension as well as cultural inheritance.

2) Promote middle-level integration and create school-based reading scenarios with distinctive features. Drawing on the experience of the integration of disciplines and Spaces at China Three Gorges University and the creation of aesthetic education scenarios at Hubei University of Technology, we will deeply explore the strengths of disciplines and local cultural resources to build thematic reading Spaces that integrate disciplinary elements, the school's historical background and regional characteristics, making the reading scenarios a three-dimensional educational platform for disciplinary narrative and cultural expression.

3) Strengthen the basic support and improve the collaborative education mechanism. Drawing on the system of staff reading clubs and departmental contacts of Wuhan Polytechnic University, we should establish a three-level linkage mechanism of "university-college-class", form teacher-led reading teams, activate the professional initiative of librarians, and build a long-term pattern featuring administrative promotion, professional guidance, and full participation.

4) Strengthen digital empowerment and build an emotional reading community. Universities shall learn from the operation experience of Wuhan University's virtual IP "Xiaobu", create a school-based reading promotion virtual image, develop functions such as reading check-in, note sharing, and points incentives, connect online and offline scenarios, and enhance reader stickiness and brand recognition.

## 5. Conclusion

Based on the pyramid hierarchy logic, this paper constructs a three-stage progressive, closed-loop collaborative "reading promotion pyramid" action framework, achieving systematic education from environmental immersion, behavior formation to value guidance. In the future, university libraries should base themselves on the characteristics of the school, make up for the shortcomings of brand system, collaborative mechanism, characteristic integration and digital operation, continuously optimize mechanism guarantee, deepen school-based connotation, strengthen social linkage and digital emotional interaction, and promote the transformation of reading promotion from activity-based to ecologicalized and from scattered advancement to system construction, To elevate the model to a universally applicable paradigm that is both theoretically valuable and practically significant and replicable, providing feasible support for cultural education and the high-quality construction of a book-filled campus in colleges and universities in the new era.

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