



STUDY ON WECHAT PUBLIC PLATFORM SERVICE OF UNIVERSITY LIBRARY BASED ON SWOT ANALYSIS

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Abstract : This study has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains.

Key Words- Library, WeChat, Public platform, Service, SWOT.

1. INTRODUCTION

1.1 Research Background

1.1.1 Rapid development of digital reading

With the development of mobile new media, various new and updated media have gradually changed people's reading methods and habits. According to the latest citizen reading survey report released by the State Council of China, from 2012 to 2022, the literature reading rate of Chinese residents showed a slow growth trend, while the reading rate of paper books, newspapers, and journals decreased year by year. The reading rate of digital information resources increased year by year, and the comprehensive reading rate of various media except for paper resources also significantly improved.

1.1.2 New Development Direction of Library Services

In recent years, the library industry has also begun to pay attention to the impact of online platforms on the development of libraries, exploring the application of mobile new media in library work, opening up a new mobile service platform for libraries, providing innovative service models for readers, adapting to their user needs, and enhancing the industry competitiveness of libraries. Expanding the service scope of libraries to new media is the current mainstream trend, but it is also important to realize that the combination of libraries and online services of new media brings both opportunities and challenges to the development of libraries. University libraries should not only fully seize opportunities, keep up with the trend of technological development, but also reflect on the shortcomings in the service and operation process in a timely manner during development. Only in this way can the role of new media in the library field be fully utilized, and the library provide readers with better quality services.

1.2 Research Content

This article takes the WeChat reading services provided by libraries as the research object, and takes university libraries as the analysis subject. From the perspective of the various impacts of new media reading represented by the WeChat platform on libraries, it analyzes the various problems faced by libraries in the new era, including the advantages and disadvantages existing within the library, the opportunities and challenges faced by libraries in the external environment, Provide suggestions for the application and development of new media represented by WeChat in libraries.

1.3 Research Objectives

Due to the transformation of people's reading methods, new media reading has brought many new impacts on library services, especially the impact of WeChat's information push and shallow reading on people in recent years. Faced with the impact of these new changes on library services, this article mainly focuses on the following aspects for research:

- (1) This paper mainly takes the WeChat reading service provided by the library as the research object, takes the university library as the analysis subject, and studies various problems faced by the library in the new era from the analysis of various impacts of new media reading, represented by the WeChat official account platform, on the library.
- (2) The paper uses the SWOT analysis method to study various problems faced by libraries in the new era, including the strengths and weaknesses within the library, the opportunities and challenges faced by the external environment.
- (3) At the same time, relevant data on the use of WeChat online platforms in university libraries by college students was collected through survey questionnaires. Quantitative analysis of survey results using SPSS can more accurately predict the trend of future

data changes.

II. RELATED DOCUMENTS AND RESEARCH

2.1 Review of foreign related literature

The research on the construction of library network platforms in foreign countries started relatively early. In the early stages of the development of the Internet, many foreign libraries have already begun to study how to use online platforms to promote reading promotion. Julie E1-liott surveyed more than 270 librarians in over 100 university libraries and found that active reading promotion activities can promote the establishment of good service relationships between students and the library (Julie E1 liott, 2007). After conducting a long-term follow-up survey on the reading behavior of college students, Banou et al. analyzed their reading preference behavior and believed that different promotion strategies should be implemented based on students' reading habits (Banou, 2008). Madeleine Bayard et al. sought cooperation with government agencies such as book publishers online to develop basic cultural facilities and promote universal reading (Madeleine Bayard, 2011).

2.1.1 Research on Online Reading Platform

Unlike China's online reading platforms, the overseas online reading market has been integrated by three listed companies, Amazon, Apple, and Google, adopting an operational model of online and offline integration, terminal services, and open competition. Kinley Welly pointed out that Amazon can provide readers with the simplest and most effective terminal services tailored to their different needs. (Kinley Welly, 2011). Ross Duncan conducted an online reading survey and analysis on readers of Ivy League university libraries. The data results showed that 27.38% of the surveyed students used reading terminals for reading on campus, while 42.57% of the surveyed students used online browsing platforms for reading (Ross Duncan, 2010).

2.1.2 Research on the Promotion of Social+Reading Services

Many foreign scholars have conducted research on the new models of reading services and social interaction. Among the representative studies on Social Reading, Limaye believes that the Internet can greatly promote interaction between readers. Interactions between two or more people can not only enrich the reading experience, but also obtain feedback on their ideas, enhancing the value of reading (Limaye, 2008). Chechev, M, and Koychev analyzed and summarized the problems in the application of social reading based on their research on the characteristics of social reading (Chechev, M, Koychev, 2010). Antonio et al. analyzed the characteristics of various social reading platforms and classified them based on their comments. Neil M. Richard explored the issue of protecting readers' intellectual property and privacy from being threatened by information sharing in the context of the widespread application of socialized reading (M. Richard, 2013).

2.1.3 Research on Online Platform Innovation of Foreign Libraries

Through the web of science database resource platform, relevant literature search is conducted using "library online" and "university" as parallel keywords. According to the search results, the number of literature on online promotion in foreign university libraries is increasing at a double rate. Foreign university libraries have been gradually establishing strong digital collections to support students. Rempel pointed out that the earlier online information application literacy teaching was introduced, the higher the frequency of students' exposure to information literacy concepts, and the higher the probability of students applying skills to the curriculum. If librarians have a better understanding of students' feedback on online resources, they will be able to better strategically construct content that supports online learners. Although foreign libraries continue to promote innovation in online reading learning, most of it is concentrated in university libraries, and foreign public libraries have not shown high enthusiasm for this (Rempel, 2010).

2.2 China literature review

2.2.1 Research on Reading Construction of Mobile Network Platform

Jia Xunan (2019) believes that as the information resource center within universities, university libraries should provide literature reference and knowledge services for teachers and students. Based on their existing information advantages, they should expand from traditional library service business to mobile services, strengthen the construction of mobile platform reading services, and expand new ways for libraries to serve users. From the perspective of national policies, it indicates that the construction of university think tanks is in a golden period. Niu Yufeng (2019) believes that under the new media environment, the role of WeChat official account is becoming more and more obvious. The needs of university library users will change according to the update of mobile services. The service level of traditional libraries can no longer meet users' needs for information. The methods for providing knowledge services need to change according to the times. Therefore, accelerating the construction of library think tanks to transform traditional knowledge service methods is of great significance for providing personalized knowledge services.

2.2.2 Research on the influence of mobile network platform on library service mode

Zong Qizhi (2019) believes that university libraries should innovate their management methods, change traditional library management thinking, promote the organic combination of library services and mobile services, make full use of mobile network platforms, enhance the digital level of libraries, launch mobile terminals to provide services for users, and provide online advice and help for users. Huang Long and Zhang Man (2018) believed that the relevant departments of the library should pay close attention to the development trend of Big data technology, actively carry out cultural innovation and service innovation exchange meetings, and take several university libraries in 985 colleges and universities as examples to verify that library services should make full use of the advantages of data analysis. Chen Jianxin (2017) discusses how libraries can build and carry out mobile reading services and intelligent library services in the new media era, and lists the influencing factors that affect the development of mobile reading services in libraries.

2.2.3 Investigation and research of mobile reading service

Wang Mengfei (2019) took "WeChat reading" as the research object, and conducted a sampling survey and analysis on library users of Henan University and surrounding universities from the aspects of "readers' reading initiative", "mobile phone reading frequency", "reading intention", etc. Li Yang (2019) proposed to reconstruct the relationship between reading media, establish a multi-level communication system, and form a new model of reading+socializing by analyzing the age distribution, behavioral preferences, and reading focus of mobile reading service users. Wang Tianshai (2018) sorted out the survey results of three top tier universities in Anhui based on the comparison of organizational structure, platform, content, traffic, and investment in mobile platform reading promotion, emphasizing the importance of building a social conversation reading promotion platform.

In summary, it can be seen that most papers focus on the construction of technology and service platforms, or introduce the current

status of concepts and services. Strengthening user research is one of the keys to the success of libraries in providing online services. The library academia or industry should strengthen research and analysis on the environment, behavior patterns, and expected services of users using library online services, focusing on user demand research, behavior analysis, and user experience. If we do not understand user needs, behavior patterns, and acceptance abilities, only focus on the development and application of the platform, do not focus on users, and ignore user experience innovation, it will lead to a deviation in the research focus of library online services.

III. RESEARCH METHODOLOGY

Due to the fact that the topic involves user service research on the WeChat public platform of university libraries, which leans towards user applicability and practicality, during the research process, it is necessary to create corresponding online survey questionnaires targeting the use of the WeChat public platform by university students, collect users' opinions and needs on the existing services of the platform, and conduct analysis and research.

3.1 Questionnaire Respondents

The respondents of this survey are mainly the university teachers and students of three universities that have appeared in the top ten rankings for four consecutive months on the WeChat public platform of the national university library on the "Qingbo Big Data" platform. With undergraduates, postgraduates, and faculty as the main body, it is proposed to select the following university library WeChat public platform users to distribute the questionnaire: Wuhan University, Xiamen University, Nanjing University. The selection of the above university libraries has all opened a WeChat public platform, covering 13 disciplines such as philosophy, law, engineering, science, economics, and management, with a variety of majors, making the research somewhat comprehensive.

Table 3.1.1 Ranking list of academic library official account in February to May

Ranking list of academic library official account in February

Ranking	Official Account	publications	Reading	Headline Reading	Average Reading	Always Reading	Total likes	WCI
1	Wuhan University Library	16	48601	48601	3038	54	348	623.23
2	peking university library	16	38217	31293	2389	101	199	605.62
3	zhejiang university library	45	37644	30893	837	59	307	551.42
4	Shanghai Jiao Tong University Library	20	33846	33500	1692	20	243	540.48
5	Nankai University Library	21	28344	27036	1350	65	245	536.88
6	Henan Normal University Library	11	25068	25068	2279	12	221	511.97
7	Hunan University Library	14	21562	21562	1540	11	139	482.89
8	Xiamen University Library	13	18859	18859	1451	29	136	481.7
9	Shandong University Library	20	24722	23161	1236	6	78	476.92
10	Nanjing University Library	8	17060	16733	2133	14	110	475.69

University Library official account Ranking List in March

Ranking	Official Account	publications	Reading	Headline Reading	Average Reading	Always Reading	Total likes	WCI
1	Wuhan University Library	35	76350	71010	2181	101	678	657.02
2	Southeast University Library	33	41480	38459	1257	116	402	559.03
3	Xiamen University Library	31	39160	37993	1263	95	308	549.45
4	Library of Nankai University	39	41406	36783	1062	93	409	548.04
5	China University of Political Science and Law Library	24	30317	25201	1263	72	380	543.84
6	GuangZhou City Construction College Library	22	41501	37494	1886	16	86	531.99
7	Nanjing University Library	42	33446	27533	796	89	404	528.37
8	Fudan University Library	41	37740	32143	921	37	210	527.6
9	Henan Normal University Library	42	36660	32403	873	44	428	526.08
10	Fujian Normal University Library	30	22094	19883	737	510	1028	516.22

University Library official account Ranking List in April

Ranking	Official Account	publications	Reading	Headline Reading	Average Reading	Always Reading	Total likes	WCI
1	Wuhan University Library	42	85202	68535	2029	186	810	689.52
2	Hunan University Library	28	69482	67284	2482	76	539	668.02
3	Southeast University Library	44	56364	48356	1281	361	817	618.95

4	Shanghai Jiao Tong University Library	40	48827	39069	1221	52	347	578.25
5	Beijing Normal University Library	51	48568	31210	952	105	358	574.36
6	Fujian Normal University Library	51	35154	29877	689	759	1597	572.82
7	Xiamen University Library	42	46017	40828	1096	84	318	562.31
8	Tsinghua university library	83	49387	31022	595	137	419	555.85
9	Nanjing University Library	64	46359	34574	724	115	485	552.47
10	GuangZhou City Construction College Library	33	48290	42132	1463	20	100	541.72

University Library official account Ranking List in May

Ranking	Official Account	publications	Reading	Headline Reading	Average Reading	Always Reading	Total likes	WCI
1	Fudan University Library	47	53153	42934	1131		319	583.82
2	Wuhan University Library	36	51522	45981	1431	75	338	581.11
3	Guangdong University of Science and Technology Library	14	29626	29626	2116	109	589	554.61
4	zhejiang university library	47	36820	31006	783	131	454	548.98
5	Henan University of Technology library	22	35391	35391	1609	81	405	546.87
6	Nanjing University Library	35	33601	28820	960	68	369	533.6
7	Xiamen University Library	28	31739	31258	1134	64	242	529.21
8	East China Normal University Library	58	40279	31165	695	57	363	525.47
9	Southeast University Library	29	28648	25912	988	230	466	520.05
10	University of Sanya Library	23	29038	29038	51	214	1263	510.16

3.2 Survey methods

In order to better understand the current situation of the service construction of the WeChat public platform of university libraries and users' understanding of the WeChat public platform of university libraries, and ensure the smooth progress of the survey, the author uses questionnaire stars to collect data, and invites teachers and students from the survey institutions to fill out questionnaires, so as to maximize the first-hand information, and finally uses questionnaire stars for statistical analysis of the survey results. The start date of this survey is February 5, 2023, and the deadline is June 10, 2023.

3.3 Questionnaire survey

The author designed the "Questionnaire on User Service Needs of WeChat Public Platform in University Libraries" (see Appendix 1 for details). The questionnaire is mainly divided into three sections, with each section divided into single choice and multiple choice. The first section (1-3 questions) is user basic information, mainly collecting information such as the identity and education level of the survey subjects; The second section (4-8 questions) investigates the user's use of the WeChat public platform in university libraries, mainly obtaining the basic usage information of the survey subjects; The third section (9-35 questions) analyzes the influencing factors of university library usage intention from the dimensions of platform quality, information quality, service quality, interaction efficiency, perceived usefulness, perceived ease of use, subjective norms, and usage attitude.

IV. RESULTS

4.1 Questionnaire Collection

This survey was conducted anonymously, and questionnaires were distributed to users from three universities in sequence according to the list. After the number of questionnaires filled out by the surveyed universities reaches 105, they will be distributed to the next university to ensure the average and scientific nature of the survey data for each university. A total of 315 questionnaires were distributed, and in the end, the author collected 303 questionnaires. After excluding unqualified questionnaires, 256 valid questionnaires were obtained after screening, with a recovery rate of 81%, indicating a high recovery rate.

4.2 Questionnaire reliability analysis

This study used SPSS to analyze and organize questionnaire data, as shown in the table below. The Cronbach's Alpha coefficients of all variables in the table are greater than 0.7, indicating good reliability and can be used for further analysis.

Table 4.2.1 Reliability Statistics

Reliability Statistics	
Clone Bach Alpha	Items
0.935	27

4.3 Sample Analysis

(1) Frequency on analysis

Here, descriptive statistics are conducted on the basic information of 256 collected user samples, and the specific analysis results are shown in the table:

Table 4.3.1 Frequency on analysis

Frequency on analysis				
name	option	frequency	percentage(%)	cumulativepercentage(%)
Gender	Men	125	48.828	48.828
	Women	131	51.172	100
current grade	Freshman and sophomore year	128	50	50
	Junior, sophomore, and senior	46	17.969	67.969
	postgraduate	82	32.031	100
identity	Student	256	100	100
total		256	100	100

From Gender's perspective, over 50% of the samples are 'Women'. 48.83% of the samples are Men. 50.00% of the samples are "Freshman and sophomore year". The proportion of postgraduate samples is 32.03%. From the perspective of identity, there are relatively more "students" in the sample, with a proportion of 100.00%.

Table 4.3.2 Frequency on analysis

Frequency on analysis				
name	option	frequency	percentage(%)	cumulativepercentage(%)
How did you follow the library's WeChat official account?	Article Link	64	25	25
	Official promotion	14	5.469	30.469
	Recommended by classmates and teachers	86	33.594	64.063
	Search for yourself	92	35.938	100
The frequency of using WeChat official account of university books ?	Once a few months	24	9.375	9.375
	Once a few weeks	47	18.359	27.734
	Once a few weeks-5 times a week	172	67.188	94.922
	Other	2	0.781	95.703
How did you follow the library's WeChat official account? over 30% of samples are for	at least once a day	11	4.297	100
	total	256	100	100

yourself'. In addition, the proportion recommended by classes and teachers samples is 33.59%. From The frequency of using WeChat official account of university books? Looking at it, over 60% of the samples are 'Once a feed weeks-5 times a week'.

Table 4.3.2 Descriptive analysis

Basic indicators

name	N	min	max	avg	SD	median
Platform quality	256	1	5	3.854	0.793	4
Information quality	256	1.333	5	3.755	0.805	3.667
Service quality	256	1	5	3.796	0.783	4
Interactive efficiency	256	1.333	5	3.789	0.823	4
Perceived usefulness	256	1	5	3.814	0.81	4

Perceived ease of use	256	1	5	3.73	0.796	3.667
Subjective norms	256	1	5	3.757	0.802	4
Usage attitude	256	1	5	3.8	0.707	3.833

Deep indicators									
name	avg±S D	varian ce	25Quantile	media n	75 Qu anti le	error	95% CI(LL)	95% CI(UL)	IQR
Platform quality	3.854±0.793	0.629	3.333	4	4.333	0.05	3.757	3.951	1
Information quality	3.755±0.805	0.647	3.333	3.667	4.333	0.05	3.657	3.854	1
Service quality	3.796±0.783	0.614	3.333	4	4.333	0.049	3.7	3.892	1
Interactive efficiency	3.789±0.823	0.677	3.333	4	4.333	0.051	3.688	3.89	1
Perceived usefulness	3.814±0.810	0.656	3.333	4	4.333	0.051	3.715	3.913	1
Perceived ease of use	3.730±0.796	0.633	3.333	3.667	4.333	0.05	3.633	3.828	1
Subjective norms	3.757±0.802	0.642	3.333	4	4.333	0.05	3.658	3.855	1
Usage attitude	3.800±0.707	0.5	3.5	3.833	4.333	0.044	3.714	3.887	0.833

Contingency Table									
Gender	current grade	Total types	Informativeness	quality of service	Interactive efficiency	Perceived usefulness	Perceived Ease of Use	Subjective norms	Attitude Toward Using
Men	Freshman and sophomore year	avg	3.908	3.959	3.903	3.974	3.851	3.754	3.972
Men	Junior, sophomore, and senior	avg	3.783	3.696	3.754	3.623	3.696	3.768	3.558
Men	postgraduate	avg	3.568	3.811	3.784	3.748	3.55	3.775	3.757
Men	total	avg	3.784	3.867	3.84	3.843	3.733	3.763	3.832
Women	Freshman and sophomore year	avg	3.788	3.804	3.873	3.915	3.741	3.841	3.892
Women	Junior, sophomore, and senior	avg	3.493	3.348	3.464	3.449	3.391	3.362	3.42
Women	postgraduate	avg	3.763	3.815	3.696	3.778	3.881	3.822	3.778
Women	total	avg	3.728	3.728	3.74	3.786	3.728	3.751	3.77
total		avg	3.755	3.796	3.789	3.814	3.73	3.757	3.8

How did you follow the library's WeChat official account?									
title	name	Article Link	Official promotion	Recommended by classmates	Search for yourself	total	χ^2	p	

		and teache rs							
		Freshma n and sophomo re year			104(4 4.255)	146(58. 635)	364(52.22 4)		
current grade	Junior, sophomo re, and senior	93(52.8 41)	21(56.757)		51(21. 702)	38(15.2 61)	123(17.64 7)	32.369	0.000**
	postgrad uate	20(11.3 64)	14(37.838)		80(34. 043)	65(26.1 04)	210(30.12 9)		
total		63(35.7 95)	2(5.405)						
		176	37				235	249	697

How did you follow the library's WeChat official account and current grade in this study? Therefore, a simple correspondence analysis was used for the study. From the corresponding table, it can be seen that the cross analysis of How did you follow the library's WeChat official account and current grade showed a significance of 0.05 level ($\chi^2=32.369$, $p=0.000<0.05$), indicating a differential relationship between the two.

(2) Chi square analysis

title	name	Gender		total	χ^2	p
		Men	Women			
The frequency of using WeChat official account of university books ?	Once a few months	14(11.200)	10(7.634)	24(9.375)	5.07	0.28
	Once a few weeks	19(15.200)	28(21.374)	47(18.359)		
	Once a few weeks-5 times a week	86(68.800)	86(65.649)	172(67.188)		
	Other	2(1.600)	0(0.000)	2(0.781)		
	at least once a day	4(3.200)	7(5.344)	11(4.297)		
total		125	131	256		

Chi-squared test was used to study the difference relationship between gender and the frequency of using WeChat official account of university books. From the table above, it can be seen that different gender samples will not show a significant difference in the frequency of using WeChat official account of university ($p>0.05$), This means that different gender samples exhibit consistency in the frequency of using WeChat official account of university books, with no differences.

title	name	current grade			total	χ^2	p
		Freshman and sophomore year	Junior, sophomore , and senior	postgraduate			
The frequency of using WeChat official account	Once a few months	4(3.125)	7(15.217)	13(15.854)	24(9.375)	36.19 1	0.000* *
	Once a few weeks	23(17.969)	14(30.435)	10(12.195)	47(18.359)		

of university books ?	Once a few weeks-5 times a week	95(74.219)	18(39.130)	59(71.951)	172(67.188)
	Other at least once a day	1(0.781)	1(2.174)	0(0.000)	2(0.781)
		5(3.906)	6(13.043)	0(0.000)	11(4.297)
total		128	46	82	256

* $p < 0.05$ ** $p < 0.01$

The Chi-squared test was used to study the difference relationship between the current grade grade and the frequency of using WeChat official account of university books. From the table above, it can be seen that different current grade samples showed a significant difference ($p < 0.05$) in the frequency of using WeChat official account of university books, This means that different current grade samples show differences in the frequency of using WeChat official account of university, and it is recommended to compare the differences based on the percentage in parentheses.

The current grade grade showed a significant 0.01 level ($\chi^2 = 36.191$, $p = 0.000 < 0.01$) in the frequency of using WeChat official account of university books. By comparing the percentage differences, it can be seen that the proportion of Junior, sophomore, and senior choosing Once a few weeks is 30.43%, which is significantly higher than the average level of 18.36%. The proportion of Freshman and sophomore year choosing Once a few weeks 5 times a week is 74.22%, which is significantly higher than the average level of 67.19%.

In summary, it can be concluded that the frequency of using WeChat official account of university books showed significant differences across different current grade samples.

Table 4.3.3 Variance on analysis

	current grade(avg±SD)			F□	p□
	Freshman and sophomore year(n=128)	Junior, sophomore, and senior(n=46)	postgraduate(n=82)		
Platform quality	3.958±0.717	3.667±1.061	3.797±0.712	2.639	0.073
Information quality	3.849±0.767	3.638±0.968	3.675±0.754	1.78	0.171
Service quality	3.883±0.693	3.522±0.980	3.813±0.768	3.7	0.026*
Interactive efficiency	3.888±0.754	3.609±1.034	3.736±0.780	2.224	0.11
Perceived usefulness	3.945±0.718	3.536±1.046	3.764±0.758	4.674	0.010*
Perceived ease of use	3.797±0.731	3.543±1.012	3.732±0.749	1.725	0.18
Subjective norms	3.797±0.716	3.565±1.032	3.801±0.775	1.605	0.203
Usage attitude	3.932±0.622	3.489±0.942	3.768±0.626	7.09	0.001**

* $p < 0.05$ ** $p < 0.01$

Using one-way ANOVA (also known as one-way ANOVA) to study the differences in platform quality, information quality, service quality, interaction efficiency, perceived usefulness, perceived ease of use, subjective norms, and usage attitudes among current grade grade samples. From the above table, it can be seen that different current grade samples do not show significant differences in information quality, interaction efficiency, perceived ease of use, and subjective norms among the four items ($p > 0.05$). This means that different current grade grade samples exhibit consistency in terms of information quality, interaction efficiency, perceived ease of use, and subjective norms, without any differences. In addition, the current grade grade sample showed significant differences in three aspects: service quality, perceived usefulness, and usage attitude ($p < 0.05$), indicating that there are differences in service quality, perceived usefulness, and usage attitude among different current grade grade samples. Specific analysis shows that:

The current grade shows 0.05 level significance for service quality ($F = 3.700$, $p = 0.026$), and the specific comparison difference shows that the comparison result of the average score of the groups with obvious differences is "Freshman and sophomore year > Junior, sophomore, and senior; postgraduate > Junior, sophomore, and senior" (at the same time, the Line chart can also be used for visual display).

Current grade grade shows 0.05 level significance for perceived usefulness ($F = 4.674$, $p = 0.010$). It can be seen from the specific comparison differences that the comparison results of the average scores of groups with obvious differences are "Freshman and sophomore year > Junior, sophomore, and senior" (at the same time, Line chart can also be used for visual display). Current grade grade presents 0.01 level significance ($F = 7.090$, $p = 0.001$) for attitude to use. It can be seen from the specific comparison differences that the comparison results of the average scores of groups with obvious differences are "Freshman and sophomore year > Junior, sophomore, and senior; postgraduate > Junior, sophomore, and senior" (at the same time, Line chart can also be used for visual display).

In summary, it can be concluded that different current grade samples do not show significant differences in four aspects: information quality, interaction efficiency, perceived ease of use, and subjective norms. In addition, current grade grade samples show significant differences in three aspects: service quality, perceived usefulness, and usage attitude.

V. CONCLUSION, DISCUSSION AND RECOMMENDATIONS

The ultimate goal of university library services is to maximize the efficiency of library information services at the lowest operating cost, that is, to maximize the educational function of university libraries and fully leverage cultural and social benefits, so as to achieve maximum satisfaction between service providers and recipients. This chapter combines the survey results of the previous chapter on university libraries to conduct a SWOT analysis of the specific situation of university libraries, so that the library fully recognizes its strengths and weaknesses, and recognizes its opportunities and threats in the market environment.

5.1 Conclusion and Discussion

5.1.1 Analysis of internal advantages

(1) Advantages of Collection Resources

As the gathering place of regional information resources, university libraries also have absolute advantages in information types. They include the most cutting-edge, authoritative and professional books and newspapers in the academic and scientific circles, including almost all subject categories. Readers of different cultural levels can meet their professional needs. There is no other organization in society that can collect books from all disciplines for people to use like university libraries (2019, Wang Zhiyan). The collection resources are no longer limited to providing traditional paper books and journals. Nowadays, in order to meet the mobile reading needs of readers, university libraries have expanded their collection resources to various electronic databases, such as CNKI, Superstar Reading, F-link, and various Chinese online library and literature resource databases, which can basically meet the needs of teachers and students for searching professional literature in various disciplines.

(2) The service direction is consistent with the WeChat service platform

The services provided by university libraries to serve audiences are becoming increasingly diverse, but the general service direction is consistent with the service direction of university libraries on the WeChat platform (Kou Yuelan, 2020). The lost and found services, borrowing qualification review services, document loss reporting services, and seat reservation services provided by university libraries to readers have now been replicated as part of the library's WeChat public platform services, better meeting the diverse reading needs of teachers and students. The university library notices significant information, and this function can also be well applied and promoted on the online platform (Yuan Tao, 2020). The essence of online and offline promotion is the same, both of which enable the target group to take over information (Mu Weiguo, 2020). In terms of reader reading survey and statistics, university libraries conduct surveys through face-to-face surveys or distributing paper questionnaires.

5.1.2 Internal Weaknesses Analysis

(1) Lack of information technology talents

Nowadays, in the talent team of universities, the knowledge, ability, and self-learning ability of librarians are relatively weak, mainly manifested in information navigation ability, resource integration ability, information identification and processing ability, and low efficiency of information collection. Overall, computer technology, digital technology, and high-density storage technology tend to enhance the quality of librarians' information resource management dimensions, specifically involving business content such as information resource construction, information description, and information organization; Communication technology and multimedia technology are more inclined to improve the quality of information service dimensions for information users and the information market, which essentially puts forward more and higher requirements for librarians (Liu Tingting, 2018). The introduction of cloud services and intelligent systems also requires accurate information services to be provided within the library, and librarians should be proficient in data analysis technology to navigate users according to their needs, Filter high-quality content from massive information resources.

(2) Lack of service innovation awareness

With the widespread application of computer technology in libraries, many functional applications in university libraries will be replaced by advanced intelligent service software. The information quality of librarians should also be upgraded with the progress of information technology (Gao Xin, 2020). A more intelligent and humanized library operating system has also raised the requirements for the professional literacy of librarians. When providing services, librarians need to closely integrate with modern technology, and the inherent requirement is to provide knowledge navigation innovative services for readers. The current innovative services require cross referencing with cutting-edge technologies and constantly updating knowledge structures, which is also a relatively lacking area in the services of Fujian university libraries (Shu Yiran, 2019). The innovative, humanized, and scientific development trend of university libraries also requires librarians to enhance their awareness of service innovation, enhance their professional literacy, and improve their service level.

5.1.3 Analysis of External Opportunities

(1) Market opportunities brought by Internet plus

The "Internet plus" model can change the thinking mode of university libraries and require libraries to provide more targeted and personalized services to users. Libraries build their own internet platforms through internet platforms, the most typical of which is the WeChat public platform. Staff convert paper resources in the library into electronic resources and transmit them to their own WeChat platform for readers to choose to read. The management of WeChat official account analyzes the reading habits and preferences of different reader groups, summarizes experience and optimizes services through statistics of the click and reading feedback statistics of pushed content. "Internet plus" is more about the integration of digital resources. With the help of Internet technology, it makes it possible for libraries to integrate Big data analysis, cloud computing services, and a large number of interdisciplinary and interdisciplinary resources. University libraries have massive information resources. Under the interconnected environment, they can adopt the mode of systematic management of digital resources, and "lease" electronic resources to social figures who need academic research, An effective way to form library services and meet the needs of society.

(2) Support from national policies

In recent years, the education department has also introduced a series of guiding policies and documents to guide universities in building a high-quality education system, in order to guide libraries to fully leverage the advantages of integrating information resources. In order to promote the construction of a high-quality education system, the State Council announced the "Implementation Measures for Coordinated Promotion of the Construction of world-class universities and first-class disciplines" in

2015. The positioning of university libraries lies in helping to align with national strategies, participating in the construction of first-class universities and disciplines, and highlighting characteristics in the process of discipline construction.

5.1.4 Analysis of external threats

(1) There are many homogeneous WeChat official account and information is flooded

The WeChat official account of university books provides readers with convenient book borrowing and returning services, seat reservation, and other online reading, social entertainment, learning and sharing functions. The starting point of the WeChat online platform of university libraries is to provide fast services for teachers and students, obtain and transmit academic information, express opinions, learn professional knowledge, and understand the cutting-edge scientific trends. In addition to borrowing, reservation, document delivery and other functions that can only be used when students' identity information is verified, other functions can easily be imitated by ordinary WeChat official account to seek economic benefits. Some private or private organizations in the society have also created academic WeChat official account for the purpose of knowledge dissemination and academic exchange on the WeChat platform. Their main target groups are intellectuals, scientific researchers, and scholars. Users can also conduct academic discussions and dissemination on such platforms.

(2) Intense competition for professional talent demand

The construction of the library's WeChat platform has provided new employment opportunities for information composite talents. From the requirements for new media operators over the years, it is not difficult to find that the group under the age of 30 is the main recruitment target. Innovative talents who possess mature management knowledge and advanced technology are a decisive scarce force in today's society. In order to gain an advantage in market competition, the competition for talent between enterprises and university libraries has become fierce. Currently, domestic high-tech companies have a high demand for employees proficient in computer analysis. According to statistics, China needs to add 120000 new computer experts every day to fill the gap of technological talents. In order to attract talents, companies can only use superior material conditions to attract professional talents, and even adopt preferential policies such as setting up specialized award funds and setting up specialized research headquarters. In contrast, the treatment of university libraries is at a disadvantage.

5.2 Suggestions

At present, there are still significant deficiencies in the utilization of resources in libraries, which cannot fully leverage their own advantages. Therefore, university libraries should actively build a WeChat service platform, maximize the advantages of resource co construction and sharing, reduce library service costs, and improve the sustainable development and efficiency of university libraries. Strive to transform the negative factors of university libraries into advantages and opportunities.

5.2.1 (SO Strategy) Growth Strategy

(1) Mining User Data and Providing Deeper Level Services

Based on the reading volume, click through volume, article reprint volume, article likes, article reading frequency, and service function usage photos collected from the WeChat platform backend of university libraries, data analysis is conducted on readers' reading preferences and usage preferences. Utilize the collected backend data to explore the shortcomings of digital reading models in university libraries, and continuously adjust specific strategies for reading promotion. At the same time, according to the reading habits of modern users, targeted reading becomes fragmentation and entertaining. For the management of university libraries, WeChat backend data is only a quantitative data, and it is important to adjust the work ideas and patterns based on user behavior trends through data, in order to provide deeper services.

(2) Improve the feedback system for information services

Libraries should focus on readers as their service center, continuously adjusting the content and direction of their services to increase reader satisfaction. Establishing a sound feedback system for information services lays the foundation for optimizing library services. It is not only necessary to establish a general desk in real libraries to handle reader complaints, provide consultation, and subject navigation, but also for university libraries to expand channels for feedback information services on the WeChat service platform. A reader feedback section can be established on the platform, which includes a top library service satisfaction questionnaire survey. Regularly provide feedback to the library management on issues with high response from readers. At the same time, rank readers' comments and comments with likes, and regularly open a link channel for users to communicate with the library management department to directly reflect their opinions. Only by comprehensively grasping the feedback information from readers can we clarify the basic needs of users, identify and troubleshoot problems, research and optimize specific solutions for services, and improve service quality.

5.2.2 (WO Strategy) Twisting Strategy

(1) Further Improving the Digitalization Level

To improve the digitalization level of libraries, the first step is to optimize the digital management system of the library, optimize the retrieval function of the retrieval system, expand the channels for retrieval materials, regularly clear and check digital resources, and avoid providing incorrect information services. Secondly, user data is collected based on WeChat data backend statistics. Build a user information system, utilize the WeChat online platform, explore personalized library mini programs, and build a personalized digital service system.

(2) Conducting Embedded Services

The current trend of embedded services in university libraries is to closely integrate with the MOOC platform, and through the WeChat public platform of university libraries, innovative information content can be provided to users. This also means that librarians should give full play to the advantages of information literacy, become teaching assistants, and assume the task of recommending high-quality resources for active users. The MOOC function is embedded in the WeChat platform of university libraries, fully leveraging their educational functions and promoting the transformation of university library services. At the same time, this is also the analysis and integration of course resources in different subject categories, making the library's WeChat online platform a place to support academic research. University libraries can also use embedded reading promotion services.

5.2.3 (ST Strategy) Multiple Business Strategies

(1) Focus on the development and application of big data technology

Through big data technology, information extraction can be carried out on the data resources operated by university libraries, so that the extracted data meets the needs of specific departments of the library and is used for service improvement. In the development process of smart libraries, applying data technology well is the key to making correct information technology decisions. University

libraries should also strengthen their research and attention to big data technology, fully understanding future development trends and application scenarios. The technological upgrading of big data is conducive to the joint sharing of data resources between regions. The WeChat service platform of university libraries is a visual interactive platform, and focusing on the upgrading of digital resource analysis technology is the key to improving data applications.

(2) innovation management mode

The management concept of university libraries is the core of library management. To fully reflect the value and educational function of libraries, it is first necessary to strengthen communication and learning between libraries. Library managers should try open thinking and active learning innovative business outside the boundary. At the same time, it is necessary to innovate the organizational management structure of the library, abolish some functional departments, and establish specialized network information management departments to actively carry out information construction to meet the requirements of library business in the new era. Establishing a sound employee training and reward mechanism can effectively stimulate the learning initiative and work enthusiasm of librarians.

5.2.4 (WT Strategy) Defensive Strategy

(1) Strengthen the construction of the librarian team and focus on collaborative innovation

University libraries should provide targeted professional training for librarians based on the characteristics and laws of current library work, guide them in career planning, and enhance the comprehensive literacy and professional level of the librarian team. Actively guide and create a good scope of work while improving business capabilities, actively carry out management and institutional innovation, and form a positive incentive effect. For librarians with poor work ability and improper work attitude, timely eliminate the system and reduce labor costs.

(2) Creating high-quality original works

The application of WeChat platform in the library has transformed the concept of editing from traditional text oriented to comprehensive literature. The quality requirements for WeChat push in libraries must always be strict, and librarians themselves need to constantly be exposed to cutting-edge ideas, improve their professional literacy and aesthetic level, and provide high-quality original works for readers. Editors should focus on satisfying readers' spiritual and cultural needs, independently create, grasp the cultural mainstream, ensure correct public opinion guidance, continuously promote work innovation, improve the quality of original works, and arouse readers' reading expectations.

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