

Exploring the Promotion Mode of the Library of Chinese Classical Antiquities in the Context of Digitization

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Abstract: The construction of the library of ancient books is of great significance to the preservation and dissemination of historical books. Taking the Chinese Classics Library as the research object, we explore its product service mode and marketing promotion strategy, and summarize the experience in order to provide reference for other libraries and promote the digitalization of ancient books.

1. Introduction

The digitization of antiquities is a need for scientific protection of antiquities, which belong to non-renewable cultural heritage. With the passing of time, the number of antiquities will not increase, so how to preserve the existing antiquities is an urgent problem to be solved. The construction of an antiquities database and its strong promotion can not only properly and permanently preserve antiquities, but also enable the wider dissemination of antiquities and give full play to their academic value. As a knowledge-based industry with an irreplaceable role in cultural dissemination and an important social responsibility, the traditional publishing industry, in the process of combining with the Internet, should consciously give full play to the advantages of its own knowledge resources and further deepen and expand the transformation and upgrading of the industry.

As one of the second batch of pilot units of knowledge service model for professional digital content resources identified at the end of 2017, the China Bookstore firstly made a useful exploration on knowledge service for ancient books, further upgrading the digitization of ancient books into knowledge service. The Chinese Classics Ancient Books Library is a large-scale digital library of ancient books launched by the China Bookstore. The Library of Chinese Classical Antiquities has successively developed four editions: mirror edition, network edition, WeChat edition and Learning and Strengthening the Nation edition, and is committed to providing users with professional knowledge services, which is not only conducive to the full exploitation of the knowledge content of antiquities resources, but also promotes the dissemination of excellent traditional Chinese culture. Its rarity, systematicity and speediness have solved the contradiction between the collection and use of ancient books, and its value lies not only in the preservation of ancient books itself, but also in the openness and sharing attitude^[1], which provides everyone with a platform for equal access to the knowledge of Chinese canonical books.

2. Service model of the Chinese Classics and Antiquities Library

2.1. Aggregate quality content to stand out

Ancient books database is based on content, especially in the era of content is king, only authoritative and professional content is the guarantee of the dominant position. The Chinese Classical Antiquities Library has established its leading position in the field of digital publishing of antiquities with its authoritative content, and has become the first choice of scholars to conduct research on antiquities Accuracy is the first core requirement for measuring databases.

Figure 1 shows that the Chinese Classics Library has the highest accuracy. The data resources included in the Chinese Classical Ancient Books Database are the collated ancient books published by many professional publishers, such as the China Bookstore, Phoenix Publishing House, East China Normal University Press, Shanghai Bookstore Press, and so on, and their paperbacks have been widely cited in teaching and scientific research, and their academic nature has been generally recognized by the academic community. The "Chinese Classical Ancient Books Library" takes these ancient books as the original text, and makes use of computer technology to carry out accurate digital editing work, and deals with every word used in the ancient books outside the standard character set one by one, and modifies some errors in the original books, and the database provides a comprehensive comparison between pictures of the original books and the text of the database^[2], and the page numbers correspond one by one, so that the researchers can be sure that they have the best quality of the original books. The images of the original books in the database are fully compared with the text of the database, and the page numbers correspond to each other, so that the researchers can safely copy and cite the relevant literature, which greatly saves the researchers' energy and time spent on entering and reviewing the literature, and the researchers can mainly focus on textual research.

Archive	The nature of China Basic Ancient Books Library	Dingxiu Ancient Books Full-text Search Platform	The Chinese Classics Library
Data generation mode	Ancient books OCR	Ancient books OCR	The original text of the book has been precisely edited digitally with computer technology
Data accuracy	Higher, need to check	Higher, need to check	Highest, consistent with paper
Data check mode	Graphic comparison	Graphic comparison	Graphic comparison
Data error correction mode	Error correction	/	Original book revision function

Figure 1: Comparison between the Chinese Classics Library and other retrieval platforms

The nature of China Basic Ancient Books Library and Dingxiu Ancient Books Full-text Search Platform is similar, and the data collected are photocopied images and OCR data of all kinds of ancient books and documents from the pre-Qin Dynasty to the Republic of China. Because the photocopies are indecipherable, fuzzy, defective, and misarranged, although the OCR data have been checked manually, the accuracy of the data still needs to be improved, and it is necessary for the users to check the photocopies carefully before they can use them safely. At the same time, in addition to double-checking the OCR data, the researcher also needs to make his own sentence breaks and punctuation. On the whole, compared with the Library of Chinese Classical Antiquities, the data of the Library of Chinese Classical Antiquities and the Dingxiu Antiquities Full Text Search Platform have major shortcomings and gaps in terms of accuracy and convenience^[3]. This is also an important reason why the Chinese Classical Antiquities Library has been favored by many researchers.

In terms of special features, the citation function of the Library of Chinese Classical Antiquities is extremely convenient, which can simultaneously generate cited literature and citation format (including author, title, volume, publisher, publication time, page number and other details). At the same time, the Library of Chinese Classical Antiquities also has reader feedback and online customer service, which provide convenient feedback channels for users to make timely inquiries and for the database developer to identify problems in time.

In terms of expanding the functionality of the Chinese Classical Antiquities Library in the book of the network platform also has a chronological conversion, automatic punctuation, text recognition and other practical tools. This further increases the convenience of using the database and undoubtedly improves the user experience. Take automatic punctuation as an example, the accuracy rate of automatic punctuation of Jihu.com can reach more than 97%. In addition, there is a powerful expansion function in "Chinese Classical Ancient Books Library", that is, its ancient book resources have been authoritatively and in-depth collation by researchers, and the research results of its punctuation, sentence breaks, subparagraphs, notes, sparseness, eyebrow markings, monographs, annotations, chronology, and proofs can directly promote the teaching and research of ancient Chinese literature and history^[4], and be available for teachers and students to use. Teaching and research, teachers and students can learn from, organize and summarize the past results of ancient books, and carry out further scientific research.

With the combination of basic functions, special features, extended functions, and the great convenience in copying and citing materials, the Chinese Classics Library has become the best ancient book resource library in terms of user experience.

2.2. Building interactive community extension services

As a comprehensive knowledge service platform, while gathering all kinds of knowledge resources and organizing ancient books, Jihu.com has also created a community of ancient books as an interactive knowledge platform in order to strengthen the exchange of knowledge among users and to understand their needs, so as to enhance the interactivity between users and the platform. In this community, users can freely ask questions, make comments and build groups for discussion, and personalized information will be pushed to users according to their concerns. In this community, users can freely ask questions, make comments and create groups for discussion, and personalized messages will be pushed to users according to their concerns. Users can share their own essays and research tips in the Circle of Ancient Books, and they can form groups to discuss and share according to their needs. We encourage users to join the Circle in the hope that they can ask questions about their studies and research, and then another group of users will share their knowledge and solve the problems for the users. In this way, the Circle can closely connect users with each other, closely integrate the academic world with the general public, and continuously expand the boundary of knowledge service.

In order to strengthen the connection between users, users can give feedback online at any time on the use of the database products and services, and they can also make comments or suggestions on the products and services. The Circle will respond to users' questions as soon as possible. The Circle has become a channel for Jihuo.com to listen to users' needs and understand its own shortcomings, and has built a bridge between users and the platform, greatly shortening the distance between the platform and users. Users get timely feedback, the community is easier to manage, and users can form a cohesive force, which is conducive to the optimization of the brand culture^[5]. News information mainly introduces the activities organized by Jihe.com to the public, forming news reports and promoting the products to the public, which is also a form of product promotion.

3. Promotion Strategy of Chinese Classical Antiquities Library

3.1. Traditional media

In the promotion of traditional media, the Library of Chinese Classical Antiquities takes positioning marketing as the leading role, and carries out positioning marketing according to the research direction of the antiquities of the scientific research institutions in the promotion of publicity. It is mainly divided into offline negotiation and conference promotion.

Offline negotiation and cooperation is the most traditional way of cooperation and promotion, and it is also the most common way of promotion for antiquities libraries. This is directly related to the object of cooperation of the library, most of the users of the library are teachers and students of literature, history and philosophy in colleges and universities as well as major research institutes, which pay more attention to the quality of the content and knowledge service of the library, so this kind of strategic cooperation is more suitable for offline negotiation.

The conference promotion of the antiquarian book library relies on BookHub, which has operated the antiquarian book libraries under the China Book Council, including the Chinese Classics Antiquarian Book Library, since its launch in 2018. Conference promotion is a relatively common way of promotion, through the form of the meeting directly to customers and the industry, directly answer customer questions and meet customer needs. There are three main forms of conference promotion for the Chinese Classics Ancient Books Library, one is the new product launch conference, on April 22, 2018, which is the open day for readers of the China Bookstore, BookHub.com held a launch conference in the Bohong Lecture Hall of the China Bookstore, and went online under the witness of many readers and guests. At the event site, the organizer introduced the ancient book library in detail, which played an important role in the publicity of the ancient book library. There are not only many readers, but also many partners and industry elites in the on-site activities, and the ancient books library has received the attention of the industry and society through the promotion of the conference.

The second is the industry conference. On November 10, 2018, the forty-year review and outlook of ancient book arrangement and the first edition cataloging forum were held in Shanghai, and in the ancient book protection and digital humanities session, Kang Ninglin, the deputy general manager of the Ancient Union Company of the Zhonghua Book Bureau, introduced the digital product of the Zhonghua Book Bureau, "Chinese Classical Ancient Book Library". He introduced the characteristics of the library and the digitization method, which made the library get the affirmation of the industry, and promoted the library to the readers through the reports of various media, breaking the barriers of the industry and pushing the library to a wider group of users.

There is also a self-organized meeting. 'Chinese Classic Ancient Books Library' will hold an exchange meeting in Bohong Lecture Hall of Zhonghua Book Company from time to time. The purpose is not only to promote products, but also to exchange digital collation technology of ancient books. For example, on December 15, 2018, the 'First Forum of Experts and Scholars on Online Collation of Ancient Books' and the 'Continuation of Chinese Tripitaka' Online Revision Symposium were held. In the meeting, the ancient book collation experts were present to share the experience of the digitization of ancient books, and the experts themselves, as readers of the ancient book library, also had a further understanding of the 'Chinese Classic Ancient Book Library'. The unique ancient book collation technology of the ancient book library, and the ancient book collation experience based on the Zhonghua Book Company, have created professional and authoritative content that also deeply attracts experts and scholars in the ancient book industry, which is of great significance to the promotion of the ancient book library.

3.2. New media medium represented by WeChat public number and small program

The emerging technology of "Internet Plus" closely integrates people's life with the network. Taking the opportunity of the development of the Internet, the antiquarian books database has not only innovated the production of antiquarian books at the technical level, but also made reasonable use of the Internet in publicity and promotion, so as to satisfy the users' needs for obtaining information under the environment of new media. In the promotion of the Library of Chinese Classical Antiquities, it caters to the characteristics of new media communication, not only in the production of content, but also in the splitting of content to meet the needs of new media users for fast reading. In the promotion, it focuses on the interactivity and richness of the promotion, which is fully reflected in the attraction of WeChat public number and small program.

3.2.1. WeChat Public

The WeChat public number of the Library of Chinese Classical Antiquarian Books is "Classic Antiquarian Books Library", which is created and operated by Gulian (Beijing) Digital Media Technology Company Limited, and currently has 100,000 fans. The public number of the Classic Antiquarian Books Library is composed of three main parts, the first of which is the bookstore. The first part is the Book Hop Bookstore, where you can buy any ancient books published by the Zhonghua Bookstore, search them by keywords, and the results can be sorted by relevance or by book. The detailed search program can find the books users need as much as possible, and provide a trial reading of the articles containing the keywords, and the books for sale not only in electronic version but also in paper version^[6], so that you can publicize and promote the contents of the library to the greatest extent possible. The books are not only available in electronic format but also in paper format, so as to maximize the promotion of the contents of the library and to sell the books in a convenient way.

The second part is the WeChat personal version of the Chinese Classics Library, which is a personal library that allows users to retrieve and read ancient books anytime and anywhere. The WeChat public number can be directly accessed to the library of ancient books, which "liberates" users from the computer, and allows them to study traditional culture in fragmented time and any place according to their own reading needs. Not only can they read the ancient books, but it also provides various services for the reading of the ancient books, such as reading records and notes function. And this interface also has the on-line dictionary function characterized by the Chinese bookstore, which is convenient for users to answer questions in real time. In the interface of the library of ancient books, you can also enter the library at the same time, and both of them can be accessed. Mutual publicity will not only increase the sales of Jiho Books' antiquarian publications, but also enhance each other's influence and provide users with a convenient reading experience.

The third part of the function is the member service, which contains four functions, including the member center, which is the collection of personal information such as reading records, search records and purchase records of individual users. In addition, there is an operation guide, which contains an introduction to all the functions of the Library of Chinese Classical Antiquities, as well as the detailed operation process of each function, and provides the specific content of the membership service, including how to get a free trial membership, a phone number to reach the customer service of the Library, and WeChat, which can be used to join the readers' group. The convenient contact function brings the antiquarian book repository closer to the users, enabling the repository to grasp the users' movements and needs and optimize the publicity strategy of the repository.

The most important function of the public number is to disseminate information. The Classic Antiquarian Books Library micro-signal, in addition to providing convenient reading and searching of antiquarian books and knowledge services, regularly pushes out relevant news about the Chinese

Classical Antiquarian Books Library, such as the preview of the activities of the Double Eleven, which provides certain discounts for the sales of the members of the Library. The public number of the library of classic antiquarian books will be based on traditional festivals to do traditional culture push. In sharp contrast, other public accounts of antique book library only do the entrance of antique book library link, and the publicity and promotion of antique book library is very few. For example, the basic antique book library in China, the WeChat public account only hangs an article of the personal version of the antique book library, and entering the antique book library also needs to end the text point network link, which is very inconvenient. The classic antiquarian books library public number in addition to providing the services of antiquarian books library will also be a lot of promotion of traditional culture, the fulfillment of the social responsibility of the professional antiquarian books publishing house, rich in its own brand culture, to achieve good publicity and promotion effect.

3.2.2. WeChat Small Program

The WeChat public number of the Library of Chinese Classical Antiquities has done a very detailed job of attracting traffic, especially the attraction of WeChat mini-programs, which is something that other libraries of antiquities lack. For example, the Shu Tongwen Ancient Books Library, mentioned above, has a WeChat public number called "Shu Tongwen Digitization", which only pushes updates of the contents of the library and the historical stories of the ancient books, but lacks the knowledge service and WeChat small program traffic. Chinese classics library currently launched a total of three small programs, such as sentence reading small program, the game design of the list and multiplayer battles can stimulate the desire of the player to win, and improve the user's utilization rate. At the back of the game, the source of the ancient books is also provided, and players can directly buy the relevant ancient books in another small program, or buy the contents of the Chinese ancient books database^[7]. Even if players do not buy the relevant ancient books, they still have a certain understanding of the ancient books and the library through the game, which plays a role in attracting traffic for the promotion of the library. Another small program is "Guide for Officials in Song Dynasty", which is a scenario-based quiz game on the officialdom of Song Dynasty. The game has beautiful graphics and interesting questions, and the design of the scenario-based game is more attractive to individual user groups, especially young college students, and the convenient sharing function can make the small program get large-scale dissemination. The last mini-program is a new online book club activity of the China Bookstore, in which Xuannan Bookstore mainly does book reviews, currently including Liaozhai Zhiyi, Romance of the Three Kingdoms, and Fengshenbang. The Xuannan Bookstore has a great effect on the flow of the library of ancient books, and the joint lectures of famous commentators have attracted more than 64,000 fans. During the Spring Festival legal holidays, it launched a group-buying activity, which greatly promoted the sales at a favorable price, increased the flow of the library of ancient books, and enlarged the influence of the library of classic Chinese ancient books.

The WeChat product allows the Library to be truly accessible to its readers for the first time: through statistical analysis in the background, it is possible to understand what users search and read, when they use the database, where the largest number of users are, and how they operate it, among other things. Through the QR code function of WeChat, the QR code placed in different activities, different promotion media and occasions can clearly distinguish user groups and communication channels. WeChat user data plays a key role in clarifying the direction of product development and improving the targeting of marketing. The core value of WeChat products is to truly target "people".

In addition, in the process of promoting the Chinese Classical Antiquities Library, several keynote speeches will be held online and offline, mostly in cooperation with famous universities in China. After the lectures, students who are willing to use the library will be invited to join the WeChat group,

forming a network community, and there will also be a network community for users of the library or other digital products of ancient books. In the network community, we will not only answer readers' questions and provide comprehensive after-sales service, but also give out certain favorable activities within the community. In the community, various activities of the library are announced and users are encouraged to participate in them. In this way, we can quickly get closer to the readers, get the readers' experience in time, and grasp the users' needs, so as to optimize the knowledge service in the future.

Provide a foundation. The same in a network community, will form a cohesive force, conducive to maintaining the brand image, rich brand culture.

4. Implications for the promotion of antiquarian libraries

4.1. Adhere to content first and strive for excellence

The digitization infrastructure of ancient books in China is lagging behind the practice, and due to the lack of industry standards, it is impossible to assess the library of ancient books, which is prone to create an uneven situation. A quality assessment system with unified standards can assess the quality, price, and after-sale service of the library of ancient books, which is conducive to the formation of a fair market competition system and promotes the benign development of the market. Therefore, in this environment, it is more necessary to use high-quality authoritative content to win market share and gain more readers.

The special feature of the Chinese Classical Antiquities Library is that it is a second digitized publication of antiquities that have already been officially published by the China Bookstore. Therefore, it has a high degree of accuracy and authority. This is of great significance to the promotion of the library, and the high-quality content is conducive to comprehensive content marketing. Contemporary era is the era of content is king, professional and authoritative content is the biggest selling point of antiquities library. Nowadays, there are many libraries of antiquarian books in the market, and the quality is mixed. Since there is no unified quality assessment standard, the selection of ancient books by common users has some deviation and their knowledge of ancient books is not deep enough. When encountering the need to cite ancient books, they can just find a passage on the Internet, which is very easy to cause citation errors. The authority of the content of the Library of Chinese Classical Antiquities also comes from the one-in-ten-thousand error rate of the ancient book processing of the Zhonghua Bookstore, and the rich human resources, which is due to the century-old publishing quality of the Zhonghua Bookstore. Moreover, China Classics Library focuses on traditional culture, focuses on users' needs, and does not do pan-traditional culture, which is also an important reason for its professional and authoritative content. The authoritative content of the ancient books also benefits from the user feedback system of China Classics Antiquities Library, which allows users to provide timely feedback to the official library when they encounter errors while reading. The official feedback will be verified and corrected in time. The feedback system can be found in the reading interface and homepage^[8]. The feedback system can be found in both the reading interface and the homepage. Moreover, the Library of Chinese Classical Antiquities is closely connected with the users and has a large number of network communities, so it can get the feedback from the users in a timely manner.

When doing content marketing for antiquarian book libraries, we can start from the content of antiquarian books in antiquarian book libraries, and promote antiquarian book libraries in various forms, which can not be limited to illustrations and texts only. The content of the antiquarian books is the foundation, and the quality brand culture and good reputation formed by the quality content production and knowledge service are the best promotion for the antiquarian book library.

4.2. Focus on user needs and keep up with the times

Users are diversified, and their needs are also diverse, requiring the Antiquarian Library to upgrade its knowledge services from the user's point of view. The ultimate goal is to satisfy user needs, improve user experience, retain existing users and attract potential users. Nowadays, people's demand for socialization is relatively strong, and the knowledge service of the library focuses on meeting users' social needs. The knowledge service system of the Chinese Classical Antiquities Library (CCSB) can provide users with a network community for communication, which is an inspiration for the development of socialization in the CCSB. In the new media matrix of the Library of Chinese Classical Antiquities, the promotion of microblogging clients, short video platforms and Beili Beili is relatively small, especially in the short video platforms, such as Jitterbug, etc. There is no account, or relying on the account of the China Bookstore for promotion. In recent years, traditional culture has attracted a large number of fans due to the popularity of ancient style TV dramas. Many famous scholars and netroots professors of traditional culture have joined the ranks of short videos, such as Ma Weidu, Dai Jianye and other netroots professors, who have shared many interesting phenomena in historical stories or historical topics of interest to contemporary young people in Jittery Voice, and have received wide attention from users. Novelty of storytelling and high-quality and interesting content is an important means of attracting users, but this is exactly what is missing from the publicity of the Library of Chinese Classical Antiquities in the new media matrix. But this is exactly what the Chinese Classical Antiquities Library lacks in its new media matrix. Short video media provide a possibility for the promotion of ancient books to be closer to the times, life, and the public, and to be more grounded. Therefore, in the process of promoting the library of ancient books, we should pay attention to the diversified forms of promotion, and pay attention to mining the multifaceted value of ancient books, so that the ancient books can lead users to feel the charm of history in addition to disseminating traditional culture to them.

4.3. Establish brand awareness and push for innovation

In the fierce competition in the market, if we want to gain an advantage, apart from the content of antiquarian books with excellent quality, a distinctive brand image will also assist the development of antiquarian book libraries. Relying on the brand name of the China Bookstore, the Chinese Classics Library has formed its own brand culture, which is worthwhile for other libraries to learn from. The brand of antiquarian book library should have its own brand personality when creating, that is, the brand has personality. It should take its own characteristics of ancient books as the object of promotion, and form its own style in the promotion. With the review of ancient books, more versions of ancient books will be found, and timely supplementation of ancient book resources is the key to obtaining a steady growth in the scale of digitization of ancient books. Take the Chinese Classics Ancient Books Library as an example, the resources of this ancient books library come from the Zhonghua Book Bureau, which started the whole process at the beginning of the last century

China Classics Library has a large number of editions of ancient books, and is very rich in ancient book resources, but the library started digitizing ancient books for its partner publishers in 2020, which is the basis for its professionalism and accuracy. The Chinese Classics Library continues to enrich its library of ancient books, attracting more users, and has the function of pushing and checking the new ancient books on line, which is convenient for users to read. With the construction of more resource libraries and the increasing richness of the results of the ancient books, it is believed that the social and economic benefits brought by the brand effect to the Chinese Classics Library will be more prominent. In an era of information explosion and fierce competition, the content industry needs to assume the responsibility of knowledge service and inheritance of traditional Chinese culture, and needs high-quality content to build up its brand. The library should not only take up the important

responsibility of digitization of ancient books, but also, as an important carrier of China's excellent traditional culture, actively carry forward and promote the traditional culture, keep in mind the historical mission of the ancient books, and give full play to the role of the ancient books in the contemporary times to promote the development of society and culture, which will promote the construction and development of the brand.

5. Summary

And by the influence of the national science fever, individual user groups generally increased, with the future development of national learning and the country is increasingly emphasizing the promotion of traditional culture, the promotion of ancient books should also be tilted to the individual market, the user's mind to meet the user's needs, to provide knowledge services, but also combined with the user's ever-changing reading needs to continuously optimize the knowledge service. The promotion of the library of Chinese classic books is always oriented by the user's thinking, and it is clear that it has its own advantages and its own positioning. The ultimate goal of the library is to enable users to read and understand ancient books, to share the excellent traditional culture in ancient books, and to play a role in the history of ancient books. To this end, the library provides a wealth of knowledge services. This is not only the brand culture of the Library of Chinese Classical Antiquities, but also the social responsibility of the China Bookstore as a long-established state-owned publishing house.

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