JOURNAL OF ACADEMIC LIBRARIES

BIMONTHLY 2020

MAIN CONTENTS

VOL. 38 No. 6

Nie Hua

Zhai Xiaojuan, Zhang Yu, Shi Mei Yang Heqing, Xufeng, Zhou Xiuxia, Shang Yiting

Wang Jingwen

Zhong Deqiang, Ma Shuang

Zhang Han, Guo Jing, Li Xinwan

The Secretariat of Steering Committee for Academic Libraries of China Ye Lan, Zhao Ya, Wang Ying, Zhang Wen Zeng Jianxun

Xiong Xia, Gao Fan, Xi Zheng

Xu Chenfei, Bao Ping, Zhang Huimin, Jiang Lin Li Yanlin, Wang Le

Wu Aizhi, Wang Sheng

Han Juanjuan

Xu Xinjun

Dong Jun, Tang Hong'an

Library Marketing

The Significance and Role of Marketing as an Important Driver of Library Transformation—Review of IFLA Library Marketing Award and Case Analysis of the 18th Marketing Award 5

An Empirical Study on the Marketing of Excellent Cultural Activities in Academic Libraries—Taking Nanjing University Library as an Example 12

Investigation and Research on Subject Users and Marketing Strategies of CASHL from the Perspective of 5R Theory—Taking Northeast Normal University as an Example 19

Library Emergency Services

Study on the Emergency Service of Library Reading Therapy Under the Public Health Crisis—Investigation on the Demand and Application of Reading Therapy Based on the Psychological Problems of College Students in the Post-epidemic Period 28
Lessons Learned from North American Libraries' Response to Public Health Crisis 37

Librarianship

Drawing the Blueprint of Library in the 14th Five-Year Plan and Talking About High Quality Development in the New Era—Summary of the 13th Creative Forum for Library Management and Service

43
An Analysis of Statistical Data of Chinese Academic Libraries in 2019

Investigation and Analysis on the Core Competencies of Electronic Resource Librarians in China 55
Reflection on the Development of NSTL Resource Construction in an Open and Fusion Environment 63
Research and Reflection on the Statistical Indicator Systems of American Academic Library 71

Information Organization

Research on Linked Data Based Semantic Knowledge Management of Produce Literature Materials from Local Chronicles 78 Conducting In-depth Cataloging and Services on Grand Special Collections Using Open Source Platform ArchivesSpace 89

Service Innovation

Study on Data Literacy Education Curriculum Design in University Libraries

— Taking Peking University Library as an Example 96

Study on Proactive Chat Reference Service in American Academic Library 104

Bibliometrics

Application of Z-index in Periodical Network Transmissibility

Library History

Study on the Development of Librarianship in the Northwest Region During the Period of the Republic of China—Taking Bulletin of the Library Association of China as the Object of Investigation

111