Research on the Route of the Development and Innovation of Digital Resources of Private College and University Libraries in Chongqing—Taking the Library of Chongqing College of International Business and Economics as an Example

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Abstract: With the advent of the network era, the traditional paper reading habit of libraries is changing towards digital reading. Strengthening the construction of digital resources in university libraries has become the focus of library work. Based on the current situation of the development of the digital resources of private college and university libraries in Chongqing, this paper analyzes the problems existing in the development process, and takes the library of Chongqing College of International Business and Economics as an example to explore the route of the development and innovation of digital resources of private college and university libraries in Chongqing.

Keywords: Private colleges and universities; Digital resources; Service innovation

1. Introduction

As the center of literature and information resources of colleges and universities, university library is an important part of their informatization construction and a powerful support for their education, teaching and scientific research services. Today, with the rapid development of network technology and new media technology, readers of colleges and university libraries no longer rely on the traditional reading methods of paper books, and diversified reading methods make readers have more choices. As readers' demand for digital resources is growing rapidly, it is imperative to strengthen the construction of digital resources in colleges and university libraries. This paper will take the digital resources construction of the library of Chongqing College of International Business and Economics as an example, combine the current situation of the digital resource construction of private college and university libraries in Chongqing, discuss the existing problems, and explore the route of its development and innovation so as to improve the digital resources service level of the library and enhance the satisfaction of readers[1-2].

2. The Necessity of Strengthening the Construction of the Digital Resources of Private College and University Libraries in Chongqing

2.1 The Change of Readers' Reading Habits and the Increasing Demand for Digital Resources

With the advent of the new media era, the rapid development of Internet, electronic products and intelligent devices has brought earth-shaking changes to people's production and life, and also changed readers' traditional reading habits. Readers are no longer satisfied with borrowing paper literatures from libraries. The use of smart devices such as computers, mobile phones and tablets breaks the time and space constraints of reading, and reading can be carried out anytime and anywhere. Readers' reading habits are developing towards individuation, precision and fragmentation. According to the statistics of document utilization in many college and university libraries, the borrowing amount of paper literatures is decreasing year by year, whereas the use of digital resources such as electronic books and electronic journals is increasing year by year. The richness and convenience of digital resources meet the needs of readers, making readers' demand for digital resources growing rapidly.

2.2 The Rapid Development of Digital Resources with Their Diversity, Timeliness and Convenience and Improving Readers' Satisfaction

There are not only major digital products such as e-books, electronic journals, conferences, yearbooks and lectures, but also examination databases related to English, computers and postgraduate entrance examination for college student readers, and a special database platform such as curriculum research, teaching cases, scientific research project applications and data statistics for college and university teachers' teaching and scientific research work. The diversity, professionalism, and precision of digital resources can save time for readers, improve their use efficiency and increase readers' satisfaction.

The Timeliness of Reading Content Most of the digital resources in college and university libraries are updated in real time by remote access mode. The content of resources is updated quickly and frequently. Readers can obtain new knowledge and information in time, which has strong timeliness and can keep pace with the times to meet readers' needs.

At the same time, digital resources are diversified and can be used through readers, mobile libraries, WeChat official account, mobile APP and other ways. It is these characteristics of digital resources in university libraries that greatly meet readers' reading needs and improve readers' satisfaction[3-4].

2.3. The Construction of Digital Resources in Private Colleges and Universities as the Increasing Consideration of the Evaluation and Construction Work

In order to standardize running schools and ensure the quality of running schools, the Ministry of Education of China has carried out various evaluations and inspections on private colleges and universities. Library is one of the inspection indexes to measure the conditions of running a school. The number of paper books per student is the major index of libraries to check the conditions for running private colleges and universities. However, in recent years, this evaluation standard of only checking paper books is gradually changing, and digital resources are also included in the statistical category. For example, higher education quality monitoring requires reporting electronic resource funds, visits and downloads; Comprehensive statistics of higher education require reporting digital resources such as e-books, electronic journals, dissertations, audio and video; Teachers' professional certification requires the establishing relevant teaching material resource database, education and teaching case database, and statistically count utilization rate, etc. Obviously, the construction and use of digital resources in private colleges and universities will be considered in the future evaluation and inspection of colleges and universities.

2.4 The Indispensability of Digital Resources owing to the Importance of On-line Learning in the Epidemic Era

The sudden COVID-19 pandemic has greatly changed the service mode of private college and university libraries. Under the requirements of epidemic prevention and control of colleges and universities, readers can't gather, and libraries can only take measures such as controlling the arrival time, limiting the number of readers, making an appointment to deliver books, etc. Even when epidemic situations are serious, they are required to close and not open. If readers can't get to the library, they can only meet their literature information needs online. With the arrival of the epidemic era, readers' demand for digital resources is far greater than that of paper resources. Thus, digital resource has become an indispensable and important resource for libraries to serve readers.

3. The Development Status of Digital Resources in Private University Libraries in Chongqing

There are 26 undergraduate colleges and universities in Chongqing, including 9 private undergraduate colleges, accounting for 34.6%, more than one third of the total number. Private education has developed rapidly in Chongqing higher education and plays an important role. Although the existing evaluation and inspection of colleges and universities at all levels have not put forward rigid regulations on the construction of digital resources, based on the reader-centered service concept, Chongqing private university libraries still increase investment and actively strengthen the construction of digital resources under the condition of shortage of funds.

Table 1: Quantity Statistics of Digital Resources in Private College and University Libraries in Chongqing

Schools	Paper books (10,000 copies)	E-book (10,000 copies)	E-book Proportion	Database (s)
Chongqing Technology and Business University Paisi College	138	85	38.12%	17
Chongqing Yitong College	180	150	45.45%	8
Chongqing College of Finance and Economics	112	30	21.13%	14
Chongqing College of International Business and Economics	191	108	36.12%	20
Chongqing College of Foreign Languages and Foreign Affairs	137	152	52.60%	5
Chongqing College of Humanity and Science	222	127	36.39%	28
Chongqing College of Engineering	115	113	49.56%	43
Chongqing City College of Science and Technology	216	158	42.25%	6
Chongqing Vocational and Technical University of Mechanical and Electrical Engineering	93	45	32.61%	11

By the end of 2020, the paper collections of 9 private college and university libraries in Chongqing reached 14.04 million copies, with an average of 1.56 million copies/library; E-books reached 9.68 million copies, with an average of 1,075,600 copies/library, accounting for an average of 40.81%; There are 152 databases, with an average of 16.89/library. As can be seen from Table 1, Chongqing College of Foreign Languages and Foreign Affairs has the highest proportion of e-books, even exceeding the number of paper books; Chongqing College of Engineering has the largest number of databases, which is 2.5 times the average.

4. The Problems Existing in the Development of Digital Resources in Private College and University Libraries in Chongqing

4.1 The Funding Problem

First of all, compared with public colleges and universities, private colleges and universities lack strong financial support from the state, and are relatively tight in funds. However, private colleges and universities need to invest a lot of money in venues, school buildings, facilities, teachers and other aspects. Libraries are often neglected in these major school constructions, and the shortage of funds becomes normal. At the same time, the construction of digital resources is not a necessary indicator for evaluation and inspection, and it is difficult to apply for a large amount of funds.

Secondly, with the rapid development of human science and technology, library digital resources products are rich in content and various in variety. E-books, periodicals, conferences, yearbooks, audio and video are in various forms, and data providers are constantly bringing forth new ideas and launching various customized and personalized theme database platforms. Accordingly, there are many products to be purchased, so the library funds are naturally stretched.

4.2 High Coincidence

As can be seen from Table 1, Chongqing private university libraries continue to increase investment in digital resources; by 2020, Chongqing private college and university libraries have purchased 152 databases, and each library has purchased an average of 16.89 databases. But at the same time, the main digital resources purchased by private college and university libraries in Chongqing are highly overlapping (see Table 2). Chinese periodical databases such as CNKI, VIP Chinese Periodicals and Wanfang Data, which they purchased, contain a large number of overlapping electronic periodicals. To some extent, the structure of purchased digital resources is unreasonable.

Table 2: Statistical table of main digital resources of private universities in Chongqing

School	CNKI (CNKI)	Superstar Huiya e-book	Wanfang data	VIP Journal	National Research Network
Chongqing Technology and Business University Paisi College	√	√	√	√	√
Chongqing Yitong College	√	√		√	
Chongqing College of Finance and Economics	√				
Chongqing College of International Business and Economics	√	√	√	√	√
Chongqing College of Foreign Languages and Foreign Affairs	√	√			
Chongqing College of Humanities, Science & Technology	√	√	√	√	√
Chongqing College of Engineering	√	√	√	√	√
Chongqing City College of Science and Technology	√		√		
Chongqing Vocational and Technical University of Mechanical and Electrical Engineering	√	√	√	√	

4.3 Insufficient Utilization Rate

Compared with the resource utilization of public college and university libraries, the utilization rate of digital resources in private college and university libraries in Chongqing is not high. There are mainly the following reasons:

First of all, the propaganda is not in place, and readers don't know. Private college and university libraries often pay more attention to resource construction and strive to purchase better digital resources, but they lack a normal promotion system in resource publicity. Readers fail to know the digital resources of the library in time.

Secondly, if the explanation of digital resources is not in place, readers cannot use it. One reason is that the digital resources of private college and university libraries in Chongqing are linked to the homepage of the school library, but most of them only have product introduction or links, without complete instructions for use, so it is difficult for readers to complete the operation in a short time. Another reason is that especially based on the consideration of intellectual property rights, many digital resources now have dedicated apps, and the required files cannot be opened and downloaded by links alone. Readers are not clear about the situation and it is difficult to use resources; moreover, with the diversification of reading, digital resources often provide various portals such as computer, mobile and WeChat. Although it is more convenient, it also increases the difficulty for readers to use.

The last one is that there are not enough resources, and readers can't find the resources they want. In recent years, the types and prices of digital resources purchase have been rising, and the funds of private college and university libraries are limited. The number and types of digital resources purchased by private college and university libraries are limited, and most of them purchase digital resources based on the disciplines and specialties of their own. It means not all readers' needs can be met, and readers may not find the resources they need.

4.4 Lacking an Evaluation System for Scientific Use

Due to the shortage of resources and funds in private colleges and universities and the complexity of applying for procurement, libraries pay more attention to how to successfully purchase and popularize the use of digital resources, but ignore the systematic evaluation of the use effect of digital resources. The utilization rate is limited to the access and download of resources, without in-depth analysis and mining, and more than 90% of the usage statistics are provided by merchants. On the one hand, there may be false reports out of interest; On the other hand, due to the inconsistency of statistical methods and statistical caliber of various products, there are huge differences between the high and the low.

5. The Exploration of the Route of Development and Innovation of Digital Resources in the Library of Chongqing College of International Business and Economics

The library of Chongqing College of International Business and Economics adheres to the reader-centered principle, takes the construction of a library with temperature and warmth as the guiding ideology, bases itself on the new development stage, implements the new development concept, and strives to explore the route of development and innovation of library digital resources. Adhering to the reader-oriented principle, the library has carried out the following practical explorations for teachers and students of our college:

5.1 Jade Bird Project

Guided by the "Young Crops Program of Chongqing College of International Business and Economics", the "Jade Bird of Chongqing College of International Business and Economics", which provides students with peer mutual assistance literature service, was cultivated. In 2021 alone, there were more than 800 person-times service training, and the service time was 308 hours. The "Jade Bird Project" trains and selects outstanding students in all classes of all majors in this college, and promotes the digital resources of the library to every class of the college, which is a powerful boost for the publicity and promotion of the digital resources of the library.

5.2 Digital Resources Promotion Month activities

Every year, the Digital Resources Promotion Month is regularly carried out for one month, and targeted publicity activities are continuously carried out, including campus digital resources publicity team, digital resources use lecture, digital resources use competition, digital resources interactive lottery and other activities. This types of activities not only publicize the digital resources of the library, improve the utilization rate of digital resources, but also solve the confusion of readers in the process of using digital resources[5-6].

5.3 Face-to-face Lectures between Teachers and Digital Resource Providers

Every semester, we will give face-to-face lectures between teachers of our college and digital resource providers, focusing on solving the problems encountered by teachers in teaching and scientific research, establish teacher service groups, and provide teachers with one-to-one services, including literature delivery, searching and checking, information collection, etc.

5.4 Professional Knowledge Service Group Platform

At present, there are three professional groups: cross-border business, film and television media and creative communication, big data and intelligent engineering

5.5 Freshmen's Entrance Training for Digital Resources

Freshmen are full of curiosity about college life. During the period of freshmen entering school, the freshmen's entrance training for digital resources is carried out, and the general situation of library, the use method of library, the distribution of library literature resources and the use method of library digital resources are introduced in detail. New students are intentionally guided to know about the library, love the library and use the digital resources of the library as soon as they enter the school.

5.6 Training Graduates to Know How to Use Digital Resources for Their Thesis writing

Aiming at the graduation thesis writing of senior graduates, the training of how to use digital resources for graduation thesis writing should be carried out before their thesis proposals begin. While introducing the writing skills of graduation thesis, this paper recommends library digital resources, and teaches how to make good use of library digital resources to select thesis topics, write thesis proposal, write papers, and use skills of digital resources in graduate thesis writing.

6. Conclusion

In a word, with the continuous development of the times, higher requirements are put forward for the resource construction of college and university libraries. As the cultural spaces, information center and literature resource center of a college and a university, a library should persist in taking readers as the center, keep pace with the times to meet readers' various resource needs, strengthen the active innovation in the construction of library digital resources, and constantly explore new service mechanisms and methods in practice, so as to better serve readers, improve service level and become a temperature-sensitive library, catering for readers' needs.

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