Research on Service Innovation of University Library under the Background of Informatization

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Abstract: As an important place for knowledge dissemination in the information age, university libraries should be guided by users' needs, rely on information construction, and make in-depth development and utilization of collection resources to adapt to the rapid development of information and the constant changes of social needs. In this case, in order to improve their own management level and service quality, Chinese university libraries must keep up with the development trend of the times, incorporate Internet information technology into library management in the information age, innovate service models, and take the characteristics of libraries in the information age as the basis for the reform and innovation of library service models. This paper lists the characteristics of university libraries in the information age, innovative strategies of university libraries' management mode in the information age, and the creation of university libraries' service mode, and constantly innovates service concepts, service forms and means, and information resource sharing methods.

Keywords: Information facilities; University library; Library transformation; service mode

1. Introduction

As an important place for cultural inheritance and knowledge dissemination, the library plays an important role in improving the literacy of the whole people [1]. As the center of books and documents storage and information transmission, university libraries should be guided by users' needs and rely on information construction to deeply develop and utilize the collection resources to adapt to the rapid development of information and the constant changes of social needs [2]. University libraries are knowledge and information institutions in universities, and the driving force for their development is the progress of social science and technology. Therefore, under the background of the information age, libraries should provide readers with more electronic documents as well as paper documents, and librarians should constantly innovate the management and service mode in their work, so as to meet the needs of the development of the times and cultivate constructive talents with strong comprehensive quality. Perfecting and improving the service level is still the main line running through the development of the library and the core value of the library [3]. The traditional service mode and means can't adapt to the changes and updates of readers' needs, which not only hinders the development of library undertakings, but also weakens the social function of libraries in serving economic construction. The main function of the library is to collect books, periodicals, newspapers, etc., and provide teachers and students with teaching and learning materials [4].

The library collection is the most important source of all kinds of materials [5]. We should take ideological and political work as the lifeline of all school work and run through the whole process of school education management …… Colleges and universities should take moral education as the fundamental task, integrate it into all links of ideological and moral education, cultural knowledge education and social practice education, run ideological and political work through the whole process of education and teaching, and lead ideological value through all processes and links of education and teaching, forming a long-term mechanism of teaching, scientific research, practice, management, service, culture and organization [All in all, university library is an important platform for nurturing high-quality talents. Therefore, as the managers and operators of daily work of university library, library officials should be brave to face challenges in the trend of informatization, actively carry out work innovation, and improve their comprehensive quality to meet the requirements of the development of modern information society [7].

2. Characteristics of University Libraries in the Information Age

2.1. Distinguish clearly between disciplines

University libraries mostly serve college students, and the knowledge that students of different disciplines need to master and learn is not the same, so university libraries have obvious discipline characteristics as a whole. With the help of technological progress, the service of university library has gradually broken through the traditional service mode, constantly providing personalized service according to the needs of teachers, students and the society, so as to continuously improve the satisfaction rate of teachers, students and the public. In order to develop, colleges and universities divide different disciplines and specialties to cultivate different types of talents [8]. In today's network information age, science and technology, as the primary productive force, represents the profound influence and promotion of knowledge on social progress and development, and the changes of the times also promote the changes of social production and lifestyle. With the development and application of today's information and digital technology, people's knowledge-seeking content and learning conditions have been greatly enriched and improved. Therefore, when building a library, it is necessary to enrich the library's own knowledge reserve so as to better serve students of different disciplines. Efforts should be focused on the following two aspects:

(1) Do a good job in the training of grass-roots librarians, and cultivate qualified librarians for the grass-roots level.

(2) It is necessary to create a good reading atmosphere by carrying out a variety of cultural activities, such as holding reading contests, scientific and technological lectures, and holding skills training classes.

In addition, the management of university library should pay attention to the dominant position of readers, provide readers with the highest level of reading environment and the most intimate lending service, so that readers can fully feel the services provided by the library in the reading process. Encourage readers to build awareness of literature resource protection while using it, and ensure that the library can fully and effectively exert its functions. It is necessary to constantly update the books and literature of the library, improve the database information of various disciplines and specialties, and promote the development of discipline research [9].

2.2. Information retrieval efficiency

In the traditional university library, the management mode mainly focuses on paper book resources and offline reader services, and the media is relatively single. Therefore, in the information age, the interaction between things and people has been fundamentally solved, and the depth and breadth of knowledge dissemination have been enhanced. The application of information technology facilitates the management and integration of library materials, realizes the sharing of library resources, and brings an opportunity for the reform of the library's previous management mode and service mode, which is the need of library service mode innovation [10]. Applying information technology to library service system can improve the quality and efficiency of library service. First of all, to deepen the information service mode of the library, we should strengthen the application of information technology to the library management system, establish the information management and service mode, and improve the service quality of the library. For example, in the process of downloading and borrowing readers' literature, information technology should be integrated to fully understand students through their reading interest, intelligently identify readers' reading trends, recommend suitable literature for readers according to readers' reading trends, and enhance readers' reading rate and library service level. Creating an electronic reading room, increasing digital development and application of multimedia services, improving the library's service methods and literature utilization, and highlighting the superiority of resource sharing [11].

The digitalization of electronic reading room and the application of multimedia provide readers with various ways of learning and reading, and their interest in learning and reading efficiency are significantly improved. E-reading room provides readers with retrieval, reading, learning and entertainment services, which can greatly meet the respective needs of research, learning and entertainment readers. Improve the professional quality of library professionals and improve the overall service level. In addition, a special information database is set up to improve data storage, and the search process is more information-based and easier for readers to find. Create a variety of carriers, such as network disks, network databases, mobile hard disks, etc., and enhance the link entries in

related information platforms to facilitate document search and download, so as to quickly view and share resources.

3. Innovation Strategy of University Library Management Mode in Information Age

3.1. Increase infrastructure and intensify publicity and training

A complete search system can make literature search simple and flexible, readers can find the required resources accurately and quickly, and greatly improve the utilization rate of literature. At present, most university libraries have complete hardware facilities, but the software construction is not complete. Do a good job in basic services [12]. Strengthen the construction of library information management platform, integrate library resources, divide them into modules, and incorporate them into library internet management platform, so as to promote the transformation and development of library management mode and service mode. The old open-shelf borrowing method is that readers ask for books on demand. Because the library's collection of literature information resources is planned and constructed by the library itself, it is limited to readers to borrow and find information, and the exchange and sharing of literature resources between libraries has not been realized. It can't meet the readers' demand for quick access to literature. The functional structure of digital library information service is shown in Figure 1.
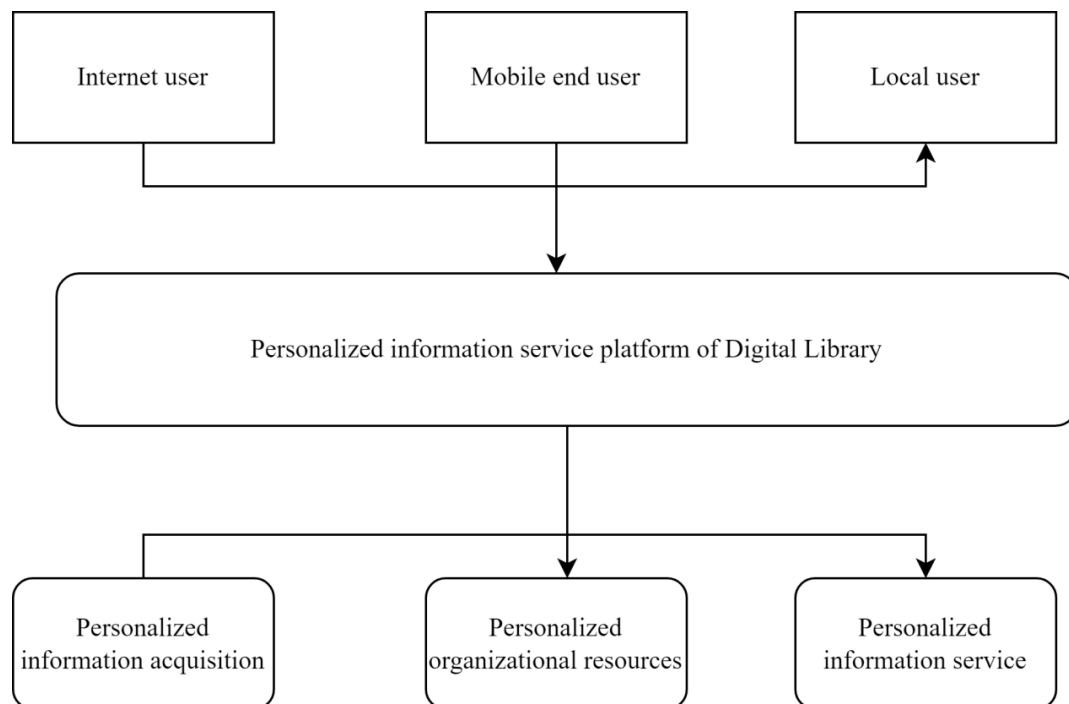

Figure 1: Functional structure of digital library information service

Network application has the characteristics of high speed and high efficiency of information transmission. The introduction of advanced library management system not only solves the inefficiency of manual operation, but also realizes the modernization of library management and service by combining digital technology with library work. In order to carry out the construction of electronic literature, besides the above infrastructure, reading equipment must be added. For example, periodical reading equipment can be added in the halls, floors and reading rooms of university libraries, so that teachers and students can view electronic literature with dynamic, sound effects and animations at any time. Integrating information technology, through students' reading interest, we can fully understand students, intelligently identify readers' reading trends, recommend suitable literature for readers according to readers' reading trends, and enhance readers' reading rate and library service level. Secondly, do a good job in basic services. Strengthen the construction of library information management platform, integrate library resources, divide them into modules, and incorporate them into library internet management platform, so as to promote the transformation and development of library management mode and service mode.

3.2. Establishing the Service Model of University Library

For university libraries, the most important thing to improve and promote the information age is to innovate and enrich the service mode and level of university libraries, and provide data support for various scientific research of university teachers and students. Strengthen the digital construction of university libraries, and develop and open the library cloud platform to lay a good foundation for university libraries to provide various services. The reform and innovation of university library service mode has the advantages of network resources, network environment and network platform supervision. Library professional librarians can tap and integrate multi-source and heterogeneous database resources, strengthen the promotion of resource services, and play the role of library functions in moistening things silently. Service is not only a kind of culture, but also a brand. The premise of service innovation is concept innovation. In the information age, the innovation of service concept is not only the essential demand of the library's own development, but also the inevitable result of the challenges of various knowledge services and information services. Combining with the working characteristics, it is necessary to create a good environment and encourage librarians to study hard by themselves and study hard. Stress the situation and understand the general situation, stimulate librarians' working enthusiasm, fully tap and give full play to their potential, and realize their self-worth.

The information-based service mode has brought more convenience to users. Under the traditional library service mode, users are often troubled by the opening and closing times of libraries. For example, many university libraries have a short opening time on weekends, and unreasonable borrowing and returning times of books, etc., which restrict the use of teachers and students. As with other books, it is not uncommon that the borrowing time is overtime and books are in short supply. However, with the deepening of information construction, the library gradually promotes self-service through the innovation of technology and service mode, such as self-borrowing and returning equipment, electronic reading and borrowing, self-service scanning and negotiation, etc., all of which break through the boundaries of time and space, and at the same time facilitate users and liberate library manpower. In the management service of university library, it is necessary to actively promote various literature retrieval knowledge methods according to the needs of university teachers and students, improve the relevant retrieval process and educational environment, and realize the transformation of university library from passive service to active service [13].

4. Conclusions

Under the background of informatization, the working environment, working contents and working methods of university libraries are undergoing great changes. In the ideological and political pattern of all-staff education, whole-course education and all-round education, the reform and innovation of university library service mode is a systematic and comprehensive long-term project. It is necessary to give full play to the advantages of university library information resources and subject services, explore the first and second classroom service modes of college students' online ideological and political education, and even more, it is necessary for universities to work together, cooperate closely, and make joint efforts to help cultivate college students' mental outlook and give full play to the two central functions of university library. In order to meet the needs of social development, university librarians should keep pace with the times, innovate service concepts, service forms and means, and information resource sharing methods on the basis of being deeply aware of the challenges faced by their own work. Only in this way can librarians do a good job in information service in the new era, promote the sound and rapid development of university libraries, and truly realize the goal of information resources.

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