

Discussion on the Resources Construction and Service of University Library in the Era of Internet plus

Mingming Shi*, Tangming Hu

Nanjing University of Finance & Economics, Nanjing 210046, China

9220130001@nufe.edu.cn

**Corresponding author*

Keywords: Internet plus, university Library, resource construction, service

Abstract: Internet plus mobile technology provides the foundation for the arrival of the era of the media. The learning styles of teachers and students in universities are no longer confined to libraries and classrooms, but also have more choices such as mobile phone and tablet computer. The Internet plus era brings new opportunities and challenges to university libraries. It requires that the libraries of colleges and universities should make changes in technology and content on the one hand, and renew ideas in the same way. It is a rare opportunity to leap over development. In this interactive context, the library industry needs to think deeply about how to integrate with the Internet and realize the increment of readers in the form of innovation. The Internet plus user internet behavior is analyzed in this paper. The problems in the resource construction and service of university libraries are summarized. The innovation of University Libraries in the era of Internet plus and effective measures for optimizing the resources of University Libraries in the era of Internet plus are discussed, in order to make the university libraries develop more rapidly in the changing era.

1. Introduction

The management of university library includes book procurement, resource editing, collection and management, which belong to the traditional management mode of library. At present, it is the Internet age. It is necessary to integrate network technology into library management. It is not enough to adopt traditional management mode. We should make full use of Internet plus technology. Colleges and universities can build a resource integration model in the process of library management, so as to make better use of various resources of the library. They should also carry out resource construction according to the actual needs of the library, so as to combine network technology with the actual needs of the library. Actively adopt computer information technology, optimize the allocation of library resources, improve the resource management efficiency of University Library and improve the level of resource utilization. Figure 1 shows the core concept of university library construction.

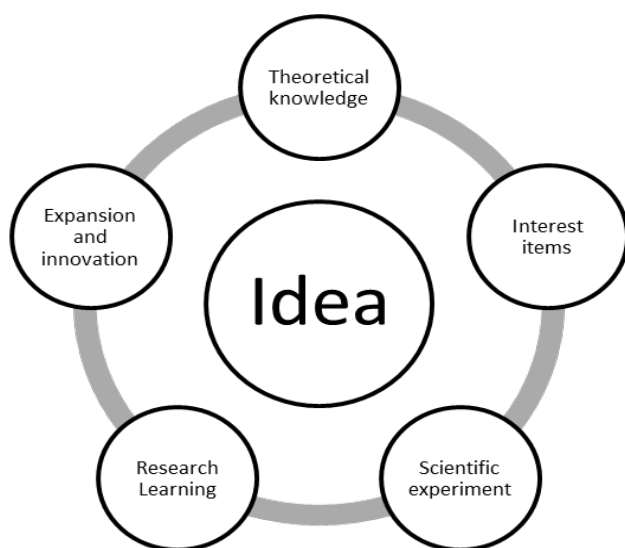


Figure 1: Core concept of University Library Construction

2. User Behavior Analysis of University Library in the Era of Internet Plus

2.1. Changes in users' Reading Habits

In the era of "Internet plus", teachers and students read books and newspapers to turn to the Internet and mobile phone. Mobile phone has quickly become a multifunctional portable equipment, integrated into users' life, and is the main channel for users to obtain information. Meanwhile, with the emergence of new technologies in the era of Internet plus, the digital revolution has been subverting the traditional media form with the rapid development. The mobile devices with highly interconnected functions are increasing. Readers can use these devices to carry out reading activities without any restrictions on space. Even when these devices are not available, users will be anxious. The Internet has completely changed the study, work and living habits of teachers and students. These changes have led to the gradual reduction of the service volume of traditional paper resources and the continuous growth of the click through rate of electronic resources. The focus of the construction of document resources in university libraries should gradually shift from the traditional focus on paper documents to the construction of digital resources.

2.2. Reading Characteristics of Users

In the era of "Internet plus" coexisting with paper reading and digital reading, the focus of readers is the accurate push of information content. For users, they care about the result of resource acquisition, that is, the content of information. Of course, while the information content can activate all kinds of intelligent reading devices in hand in time, it transmits not only information in the traditional sense, but also a large amount of derived information, which can be shared synchronously when readers read. Readers' reading needs also show the characteristics of fragmentation. This fragmentation, on the one hand, is reflected in the reading time, readers will use their spare time to consult information; On the other hand, it is reflected in the fragmentation of knowledge acquisition. In order to improve the personal knowledge structure, readers do not need to learn the knowledge in the required fields completely and systematically, but only absorb some knowledge fragments to build their own cognitive system, and the supply of information becomes

more short and concise.

3. Problems Existing in the Resource Construction of University Library

3.1. Unreasonable Resource Allocation

In the era of "Internet plus", the efficiency of social resources sharing is higher and higher. Although reading brings convenience, the sharing of resources will also lead to some problems. Because the actual needs of various disciplines are not combined in the resource management of university library, the digital resources of library are not used reasonably. In the management of university library, there is a lack of interaction with university teachers and students. The construction of University book resources is difficult to meet the needs of teachers and students. There are mistakes in resource management, which has a negative impact on the construction process of book resources.

3.2. Unreasonable Allocation of Data Resources

At present, the university library has initially constructed the library digital resource management, but in the specific operation process, due to the lack of understanding of the actual needs of teachers and students, a large number of digital resources can not be used, resulting in a waste of resources. If the needs of teachers and students are not fully met, there will be the problem of obtaining book resources, and even the problem of intellectual property rights of digital resources, which is difficult to ensure the resource service quality of university library.

3.3. Failure to Pay Attention to the Change of Reading Mode

At present, when college teachers and students read materials, they have changed from traditional paper reading to electronic reading. This specific system transfer makes reading have the nature of leisure and entertainment, and users' requirements for books are more concise. For a long time, the reading mode of the library has gradually changed to intermittent reading after class, and the reading habits of users have also changed. E-reading model has been more widely developed, and the proportion of newspapers, magazines and books in College Teachers' and students' reading is also gradually decreasing. In the Internet information age, the optimal allocation of University book resources should also adapt to the times and meet various new requirements. It is necessary to strengthen the construction of information resources.

4. Problems in the Resource Service of University Library

4.1. Integration of Big Data

University libraries have entered the era of comprehensive digital transformation. Many new technologies not only effectively support the in-depth service of the library, but also bring confusion to librarians and readers. The collection space has been saturated, the collection books need to be digitized, and the intellectual property problems involved in electronic work can not be avoided. Even in conventional services, libraries need to make great efforts to integrate data resources and carry out big data mining on service subjects, find valuable information, set up efficient and convenient access entrances and provide targeted services.

4.2. Readers Have Not Yet Accepted the New Services of the Library

The advent of the "Internet plus" era has made mobile library services the focus of service in university libraries. Readers can access the library at any time and anywhere through smart phones, tablets and other mobile terminals. However, the mobile library services provided by the library are still used less frequently among the 10000 campus users.

4.3. User privacy and Data Protection

Data collection in the era of Internet plus is not limited to the Internet itself. Libraries are able to provide readers with various kinds of resource services, while they can also grasp various kinds of data borrowed by readers. According to these information, a reader can draw a weekly reading preference and a reading preference of a reader. With the continuous decline of technical barriers, the problems of user privacy and data protection are testing the professional quality of the library industry and employees. How to formulate strategies to meet the challenges of new technologies is another difficult problem.

5. Innovation of University Libraries in the era of Internet plus

5.1. Use Internet Plus Thinking

"Internet plus" thinking focuses on the renewal of ideas. Traditional university library services are one-way output, and the basic trend of the Internet is to "connect everything". Libraries actively adapt to the development of users' needs with the help of the Internet, not only adding the tool of the Internet, but integrating advanced ideas and advanced technology, and running through the whole process of resource construction and service of university libraries. The three-dimensional display of resources stems from the possible links between all knowledge nodes due to various associations, highlighting the boundlessness of information resources. Readers' knowledge browsing of digital content will eventually make their thinking expand more dimensions in the rapid jump, cut into a deeper level, and quickly obtain more derivative resources in the three-dimensional information world.

5.2. Help Librarians Transform

In the era of "Internet plus", many new business posts are generated in the form of inter departmental collaborative teams, and need to be relearned and developed. The transformation of library is first of all the transformation of people. Library managers need to help them make a smooth transition and realize new development. Therefore, it is particularly important to establish and gradually improve the library system norms in the "Internet plus" era. Libraries need to redefine the professional standards of librarians, introduce the reader privacy protection system, and strengthen industry self-discipline. At the same time, the system can promote and protect the development of talents.

5.3. Make it Clear that Users' Needs are Knowledge Services

In the knowledge-based era, open access to knowledge is becoming more and more popular. Facing the changes of technology and user habits, the transformation and development of university

library is the only way. The main service of the library is information service. The interactivity should be further enhanced, the working hours should be more flexible, the service form should be all-weather, and gradually transition to "focusing on knowledge organization and service". The digital transformation of university library is gradual. University libraries have made smooth progress in embedding teaching and giving full play to their auxiliary functions, but it is difficult to embed scientific research services.

5.4. Transformation of Library Resources Construction

In the era of Internet plus, if a large number of paper books do not have readers, users will turn to the electronic books. It can not be simply attributed to the impact of the new technological revolution. Libraries should think positively about how to solve this problem. University libraries need to quickly adjust the development policy of document resources, pay equal attention to paper resources and electronic resources, and gradually increase the proportion of electronic resources funds, so as to standardize the development of resources in the digital era. The goal of the Internet plus library is to transform the traditional library to the all media compound library, optimize traditional reading service and strengthen the digital reading experience. Figure 2 shows the innovative service mode of Library in the era of Internet plus.

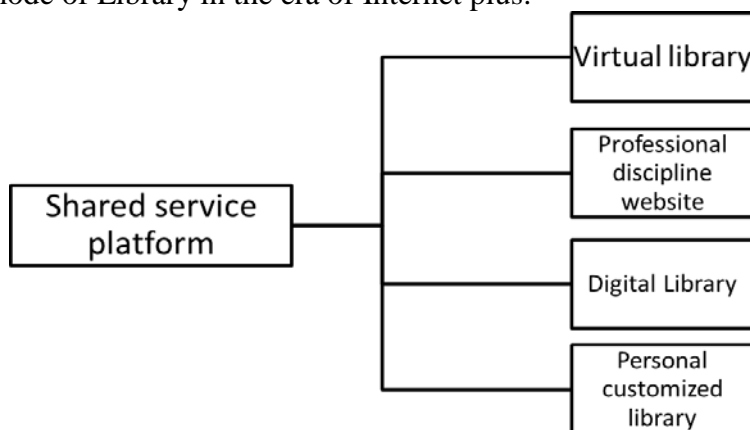


Figure 2: Library's innovative service mode in the Internet plus Era

6. Effective Measures for Optimizing the Resources of University Libraries in the "Internet Plus" Era

6.1. Continuously Improve the Resource Management Mechanism

The original single management system of university library is developing in a diversified direction, improving the resource management efficiency of university library, making the library resource management in line with the international development of universities. In strengthening the management work, it is necessary to establish the management standard system, implement the digital service standard, investigate the needs of users, and protect the privacy of users, So as to provide a standardized and valuable reference basis for the resource service of university library. In order to improve the utilization value of library resources, university libraries should do a good job in Library publicity. For example, if the existing library resources are transformed into multimedia courseware, it is necessary to let more people know through publicity, or publish videos on the network platform to increase the communication between University Library and all teachers and

students. The network promotes the continuous reform and innovation of university libraries. University libraries should keep pace with the times in resource management, correctly recognize the role of digital resources in their own development, increase the number of electronic resources, and realize the dynamic development of book resource construction. With the increasing speed of updating digital resources, the structure of university library has been improved, so as to ensure the better allocation of various data resources.

6.2. Establishment of Digital Management Platform

To continuously enrich the content of library resources, university libraries need to establish a management platform in the digital management of resources, realize the complementary advantages between resources and improve the competitiveness of University Book sources. For example, by establishing a unified library website and providing links to the book resources of the National Library on the website, college teachers and students can obtain the resources they need through the library's digital management platform according to their own needs, strengthen cultural exchanges and carry out teaching and scientific research cooperation, This can improve the overall teaching strength and scientific research ability of colleges and universities. University libraries can also carry out book subscription service activities on the digital management platform, improve the management mechanism according to users' comments, give play to the reference role of library book resources procurement with feedback information, and improve the service quality of the library.

7. Conclusion

In the era of "Internet plus", the reading mode of teachers and students in universities has changed radically. There are also new requirements for Library's resource management. Library staff need to improve their working ability. In the resource construction of university libraries, we should strengthen the quality education of managers, protect the privacy of teachers and students, and have a long way to go for the resource construction and service of University Libraries in the Internet plus era.

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