

Research on the Current Situation and Promotion Strategy of Subject Service in University Library

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Abstract: Subject service is the personalized and knowledge-based literature information service of university library. It is a special field that can best reflect the innovation and individuation of university library service. It is the fundamental demand for university libraries to improve their service level and competitiveness. At present, many university libraries in China have carried out disciplinary services and achieved initial results. How to further enhance the level of university library subject service, has become a focus of the present libraries as well as the emphasis in this paper. From the perspective of university library, this paper mainly discusses the content of subject service, connotation, combining the current situation of university library subject service in our country, through the analysis summary, put forward the strategies of the effect of subject service service.

1. The Connotation of Subject Service

From the end of the 20th century to the present, the subject service of university libraries in China has experienced 22 years of development, and its content is gradually enriched and its connotation is gradually profound [1]. However, the most essential concept and core connotation of subject service have not changed. Firstly, the subject service of university library is subject oriented. In order to provide users with the latest information of subject timely and ensure the real-time and comprehensive information of subject, the subject service of university library always keeps track of the latest academic developments of each subject. Secondly, the subject service of university library is user-centered [2]. The subject service users generally include subject leaders, graduate students, undergraduates, etc., and the types of users are diverse. Subject services of university libraries grasp the different needs of different users, and provide more professional and targeted services for users. Finally, subject librarians are the main body of subject service in university library. As the main support of subject service in university libraries, subject librarians undertake most of the work of subject service, such as providing resource guarantee for the investigation of subject-related data, and providing technical support and information support for the analysis of the requirements of subject service users. The effect of subject service in university library is determined by the professionalism and execution of subject librarians in university library.

2. The Main Contents of Subject Service

Subject services in university libraries mainly include general extension subject services provided by full-time and part-time subject librarians to their university counterparts and personalized knowledge services provided by subject service teams to key subjects and scientific research teams. There are three main work contents: (1) basic discipline service, which mainly includes going into the department, widely soliciting readers' opinions and information needs, and providing information consultation for the college and research team; To promote library resources and services to improve the utilization rate of literature resources; To understand the needs of readers, invite readers to participate in book and periodical ordering, and recommend and purchase discipline resources. (2) Research and teaching services, to understand the teaching and research situation and development trends of the corresponding departments, to get familiar with the distribution of literature resources in the discipline, and to conduct statistical analysis of resource satisfaction rate and utilization rate; According to the needs, carry out electronic resources training and information literacy education of embedded courses for colleges and research teams; Embedding scientific research projects or teams, carrying out project tracking or team tracking information services. [3] Discipline information service, according to the needs of each school, to provide the department with analysis of discipline competitiveness, discipline development trend analysis, scientific research academic influence evaluation and other analysis work.

3. The Current Situation of Subject Service in University Libraries

From the overall situation, the university library subject service in some shortcomings existing in the work, also has obtained certain achievements, the university library subject service work in the construction of subject librarian, subject service mode, service contents, disciplines service system, subject service user satisfaction multiple modules such as construction still has great room to improve.

(1) Subject librarian

Although most universities have carried out the subject service work and implemented the subject librarian system, the position of subject librarian has not been specially established. Most university libraries carry out the subject service work in a specialized and mixed way, and the related work of subject service is managed by the library staff., the survey found fewer most librarians in colleges and universities in our country, specialized subject librarian is the lack of professional books intelligence, subject librarian education mainly undergraduate and graduate students, most of the librarians are librarians title, subject librarians in university library team did not form the corresponding scale, to meet the service demand schools all subject.

(2) The content of subject service

At present, the subject services of university libraries are mainly inquiry services, with a large number of service types including document delivery, checking and citing, and science and technology novelty search. The liaison work of departments is passive waiting for users to come to their doors. The deep level of disciplinary services, such as topic setting service, discipline analysis, information literacy education and other embedded disciplinary services are relatively lacking. The application of subject service content in practice is difficult to speed up the theoretical research in time. A large number of subject service contents are all basic service contents. Therefore, the subject service of university library is still in the stage of basic service.

(3) Subject service mode

According to the author's investigation, the subject service mode of most university libraries is mainly that a librarian provides subject service to one or more departments. Subject librarians integrate and classify library information resources, and transmit them to related departments

according to the literature information resources needed by the department. As far as the current situation is concerned, the "one-to-many" subject service model can basically meet the needs of all departments. However, after in-depth exploration, the author found that the "one-to-many" subject service model can only meet the needs of some people in each department, such as academic leaders and professional teachers in the department. Due to the small number of subject librarians and the limited time and energy of subject librarians, it is difficult for most of the other teachers and students in the department to have in-depth communication with subject librarians, and their questions are often difficult to get timely and effective answers.

(4) Subject Service System

The survey found that the subject service system of most university libraries is not perfect, 13 out of 39 985 university libraries have established the subject service management system, 21 university libraries have established the subject librarian service system, and 11 university libraries have established the subject service evaluation system. [4]The subject service systems of Tsinghua University, Shanghai Jiao Tong University, Tongji University and other universities are relatively complete and have their own characteristics [5]. In contrast, most other university libraries lack internal subject service evaluation system, subject service management system, and subject service system is not perfect.

4. The Promotion Strategy of Subject Service in University libraries

(1) Building a team of subject librarians

Subject librarians support the work of subject service. In university libraries, subject librarians need to sort out and classify a huge amount of complicated information. Only subject librarians with strong professional knowledge and skills can meet the requirements of subject service. A single high-quality subject librarian can improve the comprehensive strength of subject service to a certain extent, but can not fully guarantee the quality of service. It is necessary to improve the comprehensive quality of the subject librarian team, strengthen professional training, optimize the division of labor in the subject team, and divide the subject service functions according to the relevant abilities of the team members, for example: Organization ability strong discipline members responsible for the entire subject service team to coordinate, arrange the capability of the relevant professional knowledge of discipline members responsible for the scientific research to follow up, the division of different subject librarian, build efficient subject service team, like this only then can realize the ascension of subject service quality, the strength of subject service to a new height.

(2) Deepen and expand the content of subject service

Firstly, the university library should classify and refine the contents and objects of the service when implementing specific services. The contents of the subject service should keep up with the pace of the development of The Times, keep close to the reality, pay attention to the development trend of the discipline in time, and push the frontier development of the discipline. Secondly, personalized and professional information resource services should be strengthened. The information resources of university library should meet the information needs of users and suit the development of the university. Subject librarians should take the initiative to contact users, go deep into the user group, divide the user group, investigate the information resources needed by users in the user group, and purchase the information resources needed by users in a reasonable and planned way, so as to meet the personalized needs of users. Only in this way can the quality of subject services be improved on the current basis.

(3) A new subject service model should be established

At present, most university libraries adopt the traditional "one-to-many" mode. University libraries should keep up with the requirements of The Times and the trend of future development to

upgrade and perfect the subject service model, and establish a comprehensive and active subject service model. A new type of subject service model, "subject branch library-subject librarian", arises at the historic moment. This model not only abandons the shortcomings of the traditional model, but also inherits the advantages of the traditional model. The establishment of the subject branch libraries, based on professional background, more accurate classification, subject more targeted, collection resources form a stereo system, professional and effective high value information more accessible, higher utilization rate of resource database integration, subject librarian based on professional background, deep fit user needs, provide more professional service. This kind of disciplinary service mode provides a more humanized and intelligent self-service management mode. In this kind of innovative mode, disciplinary service will obtain long-term development.

(4) The subject service system should be improved

Only a scientific and reasonable subject service system can make subject service develop in an orderly manner, and the establishment of a perfect subject service system is the basic guarantee for the long-term and stable development of subject service. The value and long-term significance of subject service cannot be ignored. Therefore, it is urgent to build a complete subject service system. Subject service is a work involving three aspects: library, department and school. Therefore, the construction of a perfect subject service system can not only rely on the university library, rely on the library, department, school any aspect of the subject service work is not smooth. Libraries need to consolidate their own subject service strength, schools should formulate relevant policies to support the development of library subject service, and departments should also coordinate the subject service work of libraries. The "trinity" subject service system of library, school and department should be established to coordinate the work of all aspects, maximize the function of each element, make use of its biggest advantages to play the maximum role, and realize the sustainable development of subject service.

5. Conclusion

The development of subject service is an important issue for contemporary university libraries. In the face of the diversified information resource needs of subject users, university libraries should provide more personalized services according to different situations and different environments, and the service methods and contents should be more diversified. Only in this way can the subject service be effectively improved.

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