Research on the Construction of Library Personalized Service Resources Based on New Media Service

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ABSTRACT. Under the background of new media, the information needs of readers have changed significantly and the traditional library service mode is weak in meeting the personalized and diversified information needs of readers. New media has fundamentally changed the way of self-reliance, production and dissemination, making it possible for human beings to obtain desired information anytime and anywhere. The emergence of new media has changed the way people obtain and exchange information and has also brought great impacts on traditional knowledge storage, dissemination and service. To a certain extent, the development of the library will certainly praise the personalized service, which is the requirement of the development of the times. Some colleges and universities have innovated the reader service mode of the library, fully applied the new media to the management of library and created a new reader service mode of the university library. This paper analyses the necessity of carrying out personalized service in library, and studies the construction and main service forms of digital library personalized service resources based on new media service.

KEYWORDS: New media, Personalized service, Library

1. Introduction

The emergence of new media has changed the way people obtain and exchange information and has also brought great impacts on traditional knowledge storage, dissemination and service [1]. In the new network media environment, the Internet covers huge and rich information resources, but users will encounter many difficulties in the acquisition process due to these cluttered resources. Therefore, some information service suppliers or portal websites provide personalized information customization systems [2]. Many university libraries in China pay less attention to the new media in the process of construction and lack relevant reader service construction, which leads to the deviation between service content and service mode and students' needs in the new era, resulting in the huge reduction of the benefits of university libraries [3]. Some universities have innovated the reader service mode of the library through fully applying new media to the management of library, creating a new mode of reader service in university libraries [4]. The new media represented by network and digital equipment have been integrated into people's life and become an irreplaceable part of life. The new media has fundamentally changed the way of self-reliance, production and dissemination, making it possible for human beings to obtain the desired information anytime and anywhere [5]. The personalized service of library is produced along with the personalized needs of the development of the times. It provides personalized information services according to different cultural levels, reading interests, information needs and other personalized characteristics of each user.

The rapid development of new media has changed the ways and means for readers to obtain information resources. Readers' demand for information resources are characterized by personalization, diversification and instantiation [6]. To a certain extent, the development of libraries will inevitably promote personalized services, which is the requirement of the development of the times. In the new media era, the library has effectively expanded the service scope by using e-mail, microblog, network video and other network platforms, and the service level has also been upgraded to a new stage [7]. The application of new media such as the Internet, mobile phones, digital TV and network TV has brought new experiences to readers, and has also had a huge impact on the traditional service model of university libraries [8]. The library has been exploring the application of new media, from simple promotion and information consultation by using WeChat to secondary development of embedded system, providing customized application services [9]. How to build a reader service model of university libraries under the new media environment and form a systematic and efficient reader service system has become the focus of university libraries in the new era [10]. This paper analyses the necessity of the library to develop personalized customization services and studies the construction and main service forms of digital library personalized service resources based on new media services.

2. Characteristics of Personalized Service Resources in University Libraries under New Media Environment

2.1 Modernization of Service Mode

In recent years, information technology has gradually penetrated into all aspects of college life. The digital library not only has numerous and jumbled digital resources, but also has complicated user types, and users' demands for information vary greatly. A single user interface and service mode cannot meet users' demands [11]. In terms of service methods, university libraries should embody modern features, such as using information technology to make the acquisition of book resources more convenient, and at the same time, increasing the content of students' online learning, etc. At present, some digital library users in our country mainly use search engines and tree directories to obtain digital resources. For libraries that have not yet introduced search engines, tree-based retrieval is the only way for users to obtain digital resources. Today, libraries upgrade from ordinary services to high-level services. They use advanced technologies to explore and utilize digital resources and provide users with as many services as possible, such as information analysis, collection, integration, transportation and so on. Personalized customized information service is a one-way type of information service, which can reduce the time for users to obtain information and reduce network congestion. It is an efficient form of information service.

2.2 Diversification of Service Modes

As a growing organism, library's service has undergone a complicated development and evolution process, from collection of books, book borrowing to information service, knowledge service, space service and mobile service. New media provides information resources from various channels and sources. Readers can easily obtain the information they want by using new media, forcing university libraries to change the traditional collection resources construction mode. University libraries need to change the service mode when carrying out reader service work, that is, to realize the construction of diversified service modes on the basis of traditional service modes. University libraries should reasonably choose self-service borrowing equipment, which mainly refers to screening various equipment on the market according to the needs of teaching and scientific research, so as to lay a good foundation for the development of self-service borrowing and returning work. University libraries should start from the needs of readers and provide them with personalized services. At the same time, the library should strengthen the deep development and utilization of information resources, enrich the collection resources and optimize the structure of the collection resources. Digital library can use data mining technology to process massive data qualitatively and quantitatively, and obtain useful information through screening, filtering, comparison and extraction, so as to make library information resources truly add value.

3. Construction of Personalized Service Resources in University Libraries under New Media Environment

3.1 Construction of Lending Service Mode

Under the new media environment, university libraries can fundamentally improve the service efficiency of the library only by comprehensively adjusting the borrowing methods. The push of information data can be applied to the desktop of users in digital libraries. Users do not need to participate in information retrieval services or use search tools on the desktop to obtain information resources. After identifying the user's needs, the information base collects the required information through analysis, classifies and sorts it, then constructs a standard user database, and then pushes the server to process and actively feed back the information to the user in an appropriate way within a certain period of time. With the changes of the times, the original staff can no longer meet the diversified service needs of teachers and students. Therefore, the library should train the staff in etiquette and computer technology. Only in this way can they provide good services for teachers and students. The university library should build a self-service borrowing platform, add self-service borrowing and returning related information to the service platform of the university library, synchronize it with various information in the database of the university library, and provide complete service content for university students. The staff of the library should cover a wide range of areas, have a certain understanding of all aspects, and be very familiar with the bibliography distribution in the library, so as to better solve the problems for students and improve the service level.

3.2 The Construction of Personalized Service Mode

If the library can provide personalized customized services for users according to their diverse needs, it can not only promote the dissemination of library professional information resources, but also improve the utilization rate of digital resources. According to the needs of each individual, information services meeting personalized needs are mined from some obvious and hidden information resources. This is an advanced information service based on resource construction. Under the new media environment, university libraries should build a unique resource database, so that

readers can use search engines to search for resource information within the relevant professional scope, shorten the search time, and ensure the service quality and service efficiency of the library to the greatest extent [12]. The information ecology emphasizes that the contents of each part of the information construction should not be seen in isolation, but should be studied skillfully from the perspective of coordinated development, so as to better meet the needs of users and provide reference for university library website staff. In the information age, creating a document integration process has become a new concept. It is a process of integration of work links, work posts and work steps after division of labor. Figure 1 shows the structure of digital resources construction under the information ecology.
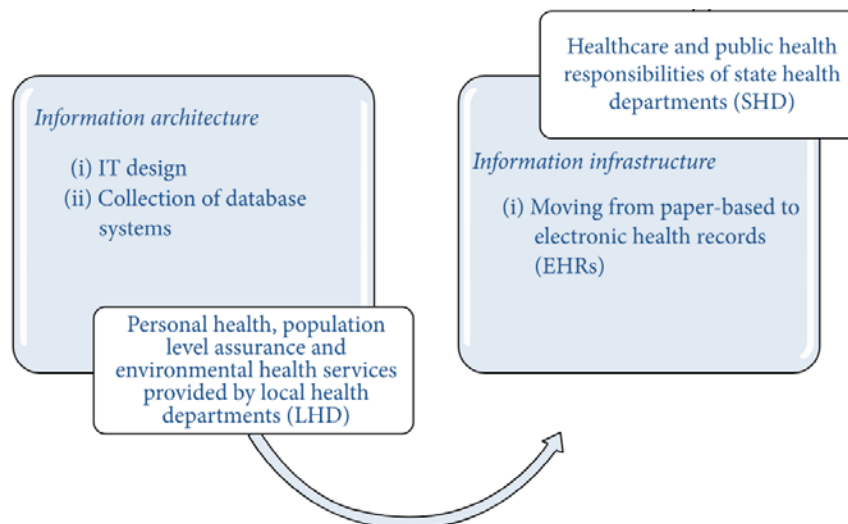

Fig.1 Digital Resources Construction Structure under Information Ecology

To meet the information needs of different users, digital libraries need to create various types of websites and pages, and maintain and manage websites. At the same time, the introduction of personalized customization technology, allowing users to build web pages according to their own needs, can simplify the library information service process and greatly reduce the cost of the library in building and maintaining the system. University libraries should continuously improve their internal service environment, establish corresponding consultation service areas, and create a warm atmosphere so that managers can better provide services for users in such an environment.

4. Conclusion

Under the new media environment, university libraries should continuously improve the management quality of service personnel and set up correct reader service concepts. The optimization of reader mode in university library is conducive to improving the service quality and service level of the library, enhancing the external image of the library and increasing the satisfaction of teachers and students to the library. Under the new media environment, the resource content and service content of university libraries are relatively complex. Only by constructing a systematic control system and implementing targeted control according to specific conditions can the overall optimization of service benefits for readers of university libraries be realized. In the new era, university libraries can develop continuously in a constantly changing society only when they face it positively and dare to innovate, providing motive force for the progress of society and universities. Under the new media environment, the reader mode of university library presents the characteristics of modernization, diversification and personalized service. Universities should actively take corresponding measures to promote the effective establishment of reader mode. University libraries should conform to the development trend of library digital technology, optimize the allocation of collection resources, perfect service mechanism, innovate service concepts, strengthen the construction of librarians, continuously improve service quality and service level, and better serve the social and economic construction.

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