

Transformation and Development Strategy of Digital Library Based on Media Convergence

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Abstract: Today's rapid development of computer and Internet technology promotes diversified paths of integration between modern and traditional media, and also presents a diversified trend in terms of performance media integration. From the perspective of media integration, the integration of traditional and digital libraries has become an inevitable trend in library construction. Based on this, this paper will focus on the detailed analysis of the relevant countermeasures for the transformation and development of digital libraries from the perspective of media convergence.

1. Introduction

Nowadays, innovation and development of technologies such as communication, multimedia, Internet and computer can improve the quality of life of the masses, especially the development of various media forms has become more innovative. The current era of media convergence can bring good opportunities for the transformation and development of many industries, especially libraries. By building a digital library in the perspective of media convergence, it can improve the level of service and management, and promote the development of libraries. Sustained, stabilized and modernized development.

2. The Impact of Media Convergence on the Transformation and Development of Digital Libraries

In the process of developing modern society, media integration has become an inevitable trend. Therefore, in this era, digital libraries must attach great importance to the development of informatization and modernization. Through research and analysis at the user level, due to the increasing pace of modern life, the masses are no longer satisfied with the inefficient transmission of library information in the past, but prefer to use mobile terminals to transmit information. This kind of convenience, The modern form can play a good role in promoting the development of digital library [1]. In addition, from an essential point of view, the library can also be included in the service industry, and user experience is a key indicator for evaluating the service industry. If the library does not provide a better service experience for the readers, it will directly Constrain the future development of the library.

Ensuring that the library has more advanced service means and technology is one of the biggest driving forces for the digital library provided by media integration. By integrating a variety of media, more functions can be effectively added, and the digital library can also have a more diversified form, such as: diversified knowledge type preferences, diversified media terminals, and diversified information resource services. In addition, by integrating a variety of media, it can also provide readers with a more convenient way of reading and break through the constraints of space and time. For example, you can use tablet computers, laptops, smart phones, etc. The terminal enters the digital library page to read books and articles; in addition, in the process of reading, it can have various forms of offline reading, online reading and query, so as to ensure that the digital library can use various media technology means to bring the readers to the masses. For more targeted and convenient services.

3. The Current Situation and Problems of Transformation and Development of Digital Library under Media Integration

Although it can provide a good promotion effect for the transformation and development of digital library from the perspective of media convergence, there are also some problems:(1) The quality of digital resources is uneven. Although digital libraries can share resources through the network, they cannot guarantee the quality of resources. At present, although there are a large number of network resources, problems such as repetition, plagiarism, ambiguity, and incomplete articles still exist, which will directly affect the effectiveness of the transformation and development of digital libraries [2]. (2) Lack of resource depth and level. Digital libraries must integrate resources. However, it is difficult to clarify the depth and breadth of resources, which is a fundamental reason that restricts its transformation and development. (3) Copyright issues. During the transformation and development of digital libraries, due to the lack of copyright norms and corresponding legal provisions, copyright disputes have occurred from time to time. The emergence of this problem will inevitably affect the experience of readers, and it is very likely to lead to economic disputes and legal disputes.

4. Transformation and Development Strategies of Digital Libraries from the Perspective of Media Convergence

4.1 Resource Integration

In order to ensure a good transformation and development of digital libraries in the perspective of media convergence, it is necessary to attach great importance to the development of integrated resources. The specific measures include the following aspects:

First, actively promote and implement unified norms and standards. At present, digital libraries lack uniform and clear standards for integrating resources. Therefore, relevant departments must establish a unified normative standard according to the status quo to provide strong support for the integration of digital resources. In terms of normative standards, several contents should be included:(1) Standards for using and transmitting network resources; (2) Standards for operating, storing, and managing resources; (3) Standards for dividing categories or fields of digital resources; (4) Standards for storing digital resources; (5) Standards for incorporating digital resources.

Second, the transformation and development of digital libraries requires an operable retrieval resource system. Nowadays, the OPAC cross-database retrieval system is widely used in libraries in many colleges and universities in my country. In this system, the simple operation mode and excellent retrieval ability can be used, so as to bring a better service experience to the majority of users[3]. Therefore, other libraries in my country can also innovatively apply the OPAC cross-database retrieval system, including expanding the depth of a single discipline and expanding the horizontal knowledge span of multiple disciplines, etc., in order to strengthen the retrieval experience of the majority of users.

Third, we must actively integrate characteristic resources according to the characteristics of the region. For libraries, it is necessary to actively introduce relevant professional databases according to the development of different fields of science and technology, economy, history, education, and humanistic characteristics in the region, so as to achieve the goal of integrating data and information resources in characteristic fields. During the integration period, the deep processing of data resources will be carried out, so as to realize the enhancement of the experience of the majority of users in using the digital library.

4.2 Resource Opening and Access

Opening and accessing digital resources must be carried out through several aspects: (1) Strengthen the connection with each other and achieve the goal of sharing resources. In a situation where it is more troublesome to transmit network information in a large area, many digital library resources can be shared in a small area for a certain city or a city. (2) The goal of opening and storing resources must be actively achieved in accordance with legal policies. To limit the copyright

of digital resources through legal provisions, to ensure that open resources are free or paid. (3) Need to realize the strengthening of technology and management means. Classify resources well, and divide resources into different levels based on the importance of resources, such as: link, mirror, service level, permanent preservation, etc., and use the different levels of digital libraries as a basis to achieve the goal of opening and preservation.

4.3 Website Optimization of Digital Library

If a digital library wants to be accessible to a large number of users, the website is an indispensable human-computer interface. Therefore, in the process of optimizing or building a website, great attention should be paid to not only ensure that users have a physical reading experience, but also can effectively improve the efficiency of virtualization. It can be seen that when optimizing the digital library website, there are several principles that must be adhered to at all times: (1) It must be ensured that the website is reasonable in terms of structure and content. Through the library website, the collection categories and characteristics of the library can be fully displayed, and the service categories in the library should also be included. In selecting the structure of the library, always follow the principles of “decency” and “conciseness”. If the website interface is too complicated, it will cause readers to feel bored when browsing the website. (2) The website itself must have the ability to mine data. During the browsing period of the digital library website, users need to log in to search and read relevant data information. At this time, the application of big data technology can be used to mine users' daily reading preferences, so as to personalize and characterize them. The content of push related content [4]. (3) The speed of updating the website needs to be improved. After logging in to the digital library website, users will push them through the window. Therefore, these resources must be updated in time to ensure that users can have a comprehensive understanding of the library's new functions and consultation. (4) The mobile terminal and the website terminal need to be updated synchronously. Among the user groups, there is more preference for the mobile digital terminal. Therefore, during the transformation and development of the digital library, the corresponding software for the mobile digital terminal should be actively developed, and the goal of interoperability between the two should be achieved to ensure that readers can use multiple Terminal use library.

5. Conclusion

To sum up, in the process of transforming and developing digital libraries, media integration plays an ideal driving force. At the same time, it also brings many challenges to the transformation and development of digital libraries. Therefore, digital libraries must always innovate technology. The concept of striving for the first and the customer first, to ensure the practical improvement of management ability and service level, has broad development prospects.

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