

Research on Innovation of Information Service Mode in University Library

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Abstract: With the continuous development of information technology, the quantity of information resources has increased sharply, and the demand for information resources from information users has also increased. University libraries should continuously improve their service quality, expand their service scope, innovate service methods, and achieve sustainable development in this new situation. This article mainly analyzes the service characteristics of the informationization mode of university libraries, and then explores the information service mode of university libraries from the aspects of knowledge services, digital libraries, and personalized information services. Suggestions for innovative service modes are proposed in order to provide support for university libraries.

1. Introduction

With the development of our country's economy, people's demand for spiritual culture continues to increase, and libraries play an irreplaceable role in teaching and research in schools. But in the new era, on the one hand, libraries need to be guided by reader needs, allocate and reorganize information resources reasonably, and improve the quality and level of library information services; On the other hand, it is necessary to leverage the resource advantages of university libraries and provide readers with diversified and personalized information services. Therefore, the traditional library service model does not meet current needs. Therefore, university libraries should keep up with the pace of the times, innovate service models, enhance their competitiveness, and better provide readers with literature and information resource guarantees. Therefore, it is necessary to conduct relevant research.

2. Service characteristics of informationization mode in university libraries

The informatization model of university libraries refers to information services built in a network environment with computer technology as the core and network technology as the carrier. This service model combines traditional libraries with network technology, making library services more efficient and convenient, and meeting users' needs for information resources. The informationization mode of university libraries can provide users with comprehensive, accurate, and rich information services, enabling them to better grasp professional knowledge related to subject areas. The informationization mode of university libraries can also digitize the collection of literature and carry out unified management and organization. This work process provides convenience for users, who can use

computers to search, browse, and download library collections. The informationization mode of university libraries can process and organize literature information resources, and provide users with various types, directions, and levels of services. The informationization mode of university libraries can fully leverage the advantages of network resources and achieve resource sharing through computer network technology. In the informationization mode of university libraries, users can access the necessary information resources online and download and manage them, providing convenience for users[1-2].

3. Suggestions for Innovation in Library Information Service Models

3.1. Improve the construction of literature and information resources in the library

The construction of literature resources in university libraries is the foundation for their information services. Therefore, it is necessary to fully utilize network technology and various new forms of carriers to enrich the collection resources, accelerate the pace of digital resource construction, and actively create a library collection system that combines digital resources with traditional paper documents. For traditional paper documents, it is necessary to strengthen the protection and utilization of paper document resources, and use electronic technology to process and process document information resources. Electronic libraries are the main direction for the future development of university libraries, and in this context, the construction and development of electronic literature in libraries should be prioritized. According to the school's professional settings, targeted information resources such as databases should be introduced [3]. At the same time, efforts should be made to strengthen the collection, organization, processing, and utilization of network information resources to achieve maximum effectiveness. In the construction of electronic literature, the focus should be on the school's characteristic disciplines, key disciplines, and major majors, and electronic literature materials that meet the school's development needs and trends should be introduced. The quantity of electronic literature resources should meet the school's information needs in teaching, scientific research, social services, and other aspects. At the same time, various forms of information service activities should be actively carried out (see Table 1 for common activity forms) to continuously improve readers' ability and level of utilizing library information resources.

Table 1: Common Forms of Information Service Activities

Name	Characteristic
Lecture on Information Retrieval Knowledge	Can help readers clarify their reading direction
Professional Skill Training	Strengthen readers' skill level and guide them to continue reading
External Resource Exchange	Enrich the collection and improve the service level of the library

3.2. Establish a virtual book information consultation service system

The book information consultation service system is an important component of the library's reader service work and holds a significant position in university libraries. Its service model should evolve from traditional information consultation services to "people-oriented" information consultation services, providing personalized services based on reader needs, that is, "user centered" services [4-5]. University libraries can mainly provide reader information consultation services through the methods listed in Table 2.

Table 2: Several Ways to Provide Reader Information Consulting Services

Name	Characteristic
Online consultation based on the Internet	Readers can log in through the library website, browse relevant information, and consult on questions; You can also communicate with library staff online through the library's client, SMS platform, etc.
Library staff self-service consultation machine	The librarian provides readers with the usage and operation process of the self-service consultation machine through telephone, email, text messages, and other means. On the self-service consultation machine, readers can inquire about the content introduction, recommended books, and ways to obtain information of the desired books.
Appointment consultation service	University libraries utilize the internet for appointment and consultation services, notifying readers of the appointment time and relevant information through an online reservation system. Readers can then visit the library for consultation services according to the appointment time. In the online reservation system, users can select and set the service items provided by librarians, and also use the feedback function of the system to understand whether the information provided by the system meets actual needs.
User participatory consultation	Users can post announcements on the library homepage to stay informed about the latest developments and announcements, participate in interactions between the library and users, and obtain more information.
Regular online training and guidance for librarians	The library organizes and categorizes questions raised by users, and regularly provides online training and guidance to improve readers' ability to utilize literature resources.

3.3. Strengthening personalized information services for library staff

Library staff should fully understand the personalized needs of readers and actively provide personalized services to them when providing information services. When constructing information resources, university libraries should attach importance to the development and utilization of their collection resources to meet the personalized needs of readers. By strengthening inter library cooperation, high-quality resources in the library can be shared externally; At the same time, professional training for librarians can be strengthened to improve their quality. University library staff should also provide targeted guidance to readers to help them find the information they need through searching. For example, setting up a search box on the library homepage, requiring readers to enter keywords or keywords for searching; Readers can also be guided to obtain relevant information through sections such as "Library Collection Navigation" and "Consultation" [6-7].

Library staff can also use email, SMS, Weibo, and other methods to push information to readers. These methods not only facilitate readers, but also enhance the timeliness and convenience of information services. After establishing a multi-level and diversified information service platform, university library staff can provide personalized information services to students at different levels in different periods and regions based on the characteristics and advantages of each university. For example, conducting professional training for students during holidays; Provide new student enrollment education before enrollment. Under the multi-level and diversified information service

platform, library staff can provide personalized services according to the different needs of readers, achieve positive interaction between readers and the library, and improve the efficiency of information resource utilization in university libraries[8].

3.4. Open a new media window for communication

The development of information technology has led to the widespread application of new media in university libraries. The interactive and real-time advantages of new media can provide more convenient communication channels between university libraries and readers, which is also the main way for university libraries to provide information services. Opening a new media window for communication refers to using network technology to publish information on library websites, WeChat public platforms, Weibo and other platforms, and building an interactive communication platform in the new media window. For university libraries, new media windows can timely update important school news, library activities, and information resources that readers are concerned about, providing better services for readers. At the same time, communicating with readers through new media windows can provide readers with a more intuitive and comprehensive understanding of the library's information resources, promoting reading. For example, by setting up a "University Library" section on the library website, the latest book resources, academic papers, and subject information can be released in a timely manner. In addition, the new media window can also open a "Reader Online" section on the WeChat public platform. Communicating with readers through new media windows allows them to stay informed about the latest developments and progress of the school, enhancing the influence of the university library[9].

3.5. Enhancing the Information Literacy of University Library Staff

To enhance the information literacy of university library staff, it is necessary to strengthen their information technology training. In this regard, attention should be paid to providing information technology training for university library staff, encouraging them to learn and master the basic skills and application methods of modern information technology through self-study, participation in various training courses, and other means. At the same time, information technology should be introduced into library work, and the concept of informatization should be incorporated into the daily management, services, and innovative activities of the library. In addition, a sound incentive mechanism should be established to fully unleash their enthusiasm and creativity. Only in this way can university library staff learn and carry out activities through information technology, continuously improve their information literacy, and better serve readers[10].

4. Conclusion

Overall, University libraries should keep up with the pace of the times, actively innovate information service models, and use network technology to strengthen interaction and communication with readers. They should carry out work in areas such as reader demand investigation, co construction and sharing of literature resources, and reading promotion. At the same time, university libraries should take users as the center, continuously innovate information service models based on the development of university disciplines and user needs, fully utilize network technology platforms for information resource co construction and sharing, innovate service content and models, and improve information service levels, so that university libraries can truly become information resource guarantee centers and knowledge exchange centers for teaching and research work in schools.

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