

# Investigation and Analysis on Talent Demand of Libraries in China Based on Recruitment Information

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**ABSTRACT.** The professional education of library science undertakes the mission of training talents for the library profession. Therefore, libraries will put forward new requirements on the skills and qualities of librarians to meet their development needs. The phenomenon of librarians' deprofessionalization has become a trend in recent years due to the lack of identity and self-confidence of librarians in the professional core value system, which has been widely concerned and studied by the industry and academia. To this end, we have conducted a survey to senior talents in university libraries. Through the analysis of survey data, this paper reveals the current situation of talent demand of university libraries in China. This paper, starting from the recruitment information of university libraries, discusses the specific development direction of university libraries.

**KEYWORDS:** Recruitment information, Library talents, Investigation, Analysis

## 1. Introduction

After a golden period of development in the 1980s, the professional education of library science in China seems to have entered a low ebb. Therefore, some people think pessimistically that the professional education of library science in China is in crisis. Under the heat wave of information age, the "ghost" of a paperless society has gradually weakened the functions of library collection and reference services [1], and the search engine technology has gradually marginalized the position of the library as "the only public information centre". In this situation, what kind of senior talents should university libraries introduce? How satisfied are you with the newly introduced senior talents? These are all issues that library information education pays close attention to. The content of talent recruitment information in Chinese libraries reflects the requirements of Chinese public libraries for librarians' ability and quality. The actual demand situation reflected in the practice of talent recruitment can well promote the training and management of library talents. Whether it is the procurement of paper resources or the collection of digital resources, the staff are required to have the ability of knowledge identification, knowledge selection and knowledge integration, which is based on extensive knowledge.

Now some people say that the library talents are often linked with the library competition and even the economic benefits, which deviates from the purpose of the library. Therefore, it is thought that library personnel should be proficient in modern information technology and have the ability to provide information, conduct academic research and learn by themselves [2]. Yan [3] proposed a method based on emotion perception and ontology to realize adaptive personalized information service; Miao and others conducted a questionnaire survey on the graduates majoring in library science in the past 5 years to explore the influence of library science education on librarians' professional competitiveness [4]. The importance and vitality of services have been declining over time, and the loss of professional basic knowledge and authority of qualification certification and evaluation have been disputed and challenged [5]. Then, is there a disconnect between library science education and the library's real demand for professional talents? In order to find out the answer, library science education institutions must continuously understand the knowledge and ability needs of library professionals. The paper tries to analyze the deprofessionalization of recruitment notices and then discusses the changing ways of library talent demand so as to provide reference for the formulation of library policy and subsequent research.

## 2. Description of Survey

### 2.1 Object of Investigation

The survey selected several domestic university libraries as the survey objects.

## 2.2 Investigation Method

This paper adopts empirical research methods. First of all, referring to relevant literature at home and abroad as well as the curriculum design of relevant departments and colleges in our country [6], a questionnaire on library's demand for library science talents is constructed, and the questionnaire is pre-tested and revised. With the help of computer-aided content analysis and correspondence analysis, this paper reveals the relevant factors of human resource demand in recruitment notices and makes a statistical analysis of the current situation of deprofessionalization in the recruitment process. The functions and contents of mobile library services are to investigate the services that the library provides users with anytime, anywhere access to collection resources, as well as the service modes and contents of mobile libraries. Under the guidance of the research group and relevant experts, it was completed after soliciting opinions from various parties. Among them, the questionnaire is mainly composed of three parts, which can accurately reflect the demand for senior library and information talents in China's university libraries.

## 2.3 Data Collection

With the help of search engines such as Baidu and Google, this paper collects the recruitment information from the recruitment websites of fresh graduates, such as Job Search Network, Digital Talent Network, China Talent Network, Future Carefree, Zhilian Recruitment and so on, as well as from the home pages of universities and public libraries. The second is to study the relevant documents of library recruitment information in our country through consulting methods, and to understand the characteristics of library recruitment information and talent demand in a certain period, as well as the talent demand of a certain type of library. After that, the information was summarized and compared. The website of the questionnaire and the word version of the questionnaire are sent to friends working in the library via e-mail to answer. Network interaction of libraries to investigate information flow in libraries; In the end, he obtained 100 records of recruitment notices for official library staff, including 35 public libraries and 65 university libraries.

## 3. Analysis of Survey Results

### 3.1 The Basic Situation of Researchers in Each Museum

After counting the collected survey data of university libraries, the detailed data are shown in Table 1.

Table 1 Statistics of Graduate Students in 4 College Libraries

Name of university	Time	The total number of people in the museum	Number of postgraduate students	Percentage of graduate students(%)
Tsinghua university	2018	683	341	49.93
Peking university	2018	559	440	78.71
Shandong university	2019	699	279	39.91
Zhejiang University	2018	812	283	34.85

Due to different geographical locations and different levels of universities, libraries have different requirements for high-quality talents in terms of urgency and quantity. The author found that nearly 23% of public libraries and 26% of university libraries in the collected data clearly stated that the new librarians were employed by personnel agency, that is, they were treated as supernumerary personnel. Recruitment theory tells us that in a given occupation, there are similarities between employed employees and candidates who may enter the occupation [7]. The population and residential density both determine the need to establish a corresponding number of public libraries in the locality. The development of public libraries in various localities is partly due to the financial allocation from the local government. Therefore, the demand for talents in public libraries is closely related to the local economic development. Document delivery service is not limited to interlibrary loan. Many university libraries have set up "master's and doctor's thesis submission and retrieval systems" through which students of our school can submit their dissertations. It also reflects the diversity of talents required by the current library. We can't enlarge the training target unrealistically in order to expand the employment opportunities of students. The major of library science should insist on training qualified talents for libraries and information service institutions first.

In a knowledge-based society, knowledge will increasingly become the key resource of the society, and the building of "society" will be built on the basis of specialized knowledge and professionals [8]. These courses play an important

role in improving the computer ability of library science students. Through independent sample T test, it is found that there is no significant difference between the subjects with information management background and those with non-information management background in their views on the advantages and disadvantages of library professionals in library work. Whether it is a public library or a university library, there are a large number of deficiencies in the requirements for candidates' abilities in the recruitment notices. Because now a trend in higher education is to carry out general education at the undergraduate level and lay a good foundation, i.e. to downplay specialty and cultivate a wide range of talents. The author thinks that the outsourcing of a large number of library core businesses is the main reason for this phenomenon. The number of positions open to this major is small, while the demand for non-professionals increases. On the other hand, it should also have a more comprehensive information disclosure technology. Therefore, it is necessary to do a good job in the continuing education of the consulting librarians and continuously update their knowledge and technology.

### **3.2 Advantages and Disadvantages of Library Professionals in Library Work**

In this study, the average score of each item is 4.5 or above, representing the participants' consensus on advantages and disadvantages [9]. The content of library science is closely related to the development of technology. We should use new technology and new methods to teach students and deal with the relationship between tradition and modern in teaching content, but we must not confuse library science with computer application technology. The self-built characteristic database itself is a kind of creative work, and its achievement is a new growing point of library reference work, and also an important measure for the library to survive and develop in the network environment for a long time.

From Table 2, we can see that the advantages of library professionals in library work are mainly reflected in their professional knowledge, professional ability and professional consciousness. Traditional professional education pays more attention to the cultivation of professional knowledge and ability.

*Table 2 Statistics of Other Knowledge Needs of Librarians*

Sorting	Other knowledge of library staff	Average demand level
1	Intellectual property	4.23
2	Information industry policies and regulations	4.18
3	Fundamentals of management	4.41
4	Information economics	4.59
5	Human resource management	4.87

There are many requirements for budgeting and financial knowledge, information technology, etc. Among the advantageous options, the average score of 12 items exceeds 4.5, while among the inferior options, the average score of only the option "unreasonable knowledge structure and lack of other professional knowledge" exceeds 4.5. With the establishment of the institutional repository, the demand for basic service librarians' skills in academic exchanges has increased. From the perspective of teachers' discipline background, the majority of teachers have a professional degree in the first-class discipline of library, information and archives, but nearly 50% of teachers have other discipline backgrounds in natural science, humanities and social science. The demand for male graduate students in university libraries is on the rise. In the on-site investigation, some museums even only plan to recruit male masters.

### **3.3 Analysis of Qualifications and Requirements**

Curriculum setting determines the knowledge structure of students to a great extent, thus affecting their professional competitiveness to a great extent. In the digital environment, librarians in management positions need to be sensitive to emerging technologies and be able to respond quickly to the changing environment. The traditional library takes the collection and preservation of documents as its basic function, which is limited by equipment and personnel. The requirements for priority conditions, knowledge and skills, communication ability, public relations ability and librarian qualification certificate have all reached more than 15%. There are few positions open to this major, which will inevitably lead to a large number of brain drain in library related disciplines and seek the development of other industries. Of course, thinking from another angle also reflects the disconnection between the higher education of library and information science and the library industry. The development of the library is inseparable from modern technology, but it does not mean that it has modern technical equipment. The library is a good library. We need not only professional knowledge in information management, but also knowledge in computers and other aspects, so as to form a better professional service ability and better provide library professional services.

According to the results of the analysis, more public libraries that publish recruitment information come from

economically developed areas, and the population in these areas is also large. The job positions in the library are divided into 12 categories, and some adjustments and arrangements are made according to the actual recruitment information collected. The number and proportion distribution of management positions are shown in Table 3.

Table 3 Management Job Table

Job title	Quantity	Proportion of%
Curator	107	70.2
Deputy curator	12	7.8
Executive director	19	9.3
Branch curator and assistant	27	15.7

Any professional education cannot be separated from the needs of social development, and library science is no exception. How to adapt to the more and more personalized information needs of readers and make the best use of academic information resources in our library and online is the basic responsibility of university libraries and even all kinds of libraries in the new century. 71% of the positions require relevant work experience and attach great importance to work experience, especially management experience. For those who have 3 years of working experience, the number of times is the highest, reaching 44. If more elective courses can be offered, students can build their own knowledge structure according to their special skills and hobbies, and improve their ability to adapt to different social needs. To assist the promotion of school institutional repositories and open access, and to explore sustainable solutions that can provide advice and guidance to authors' copyright and academic publishing issues. At the same time, library science education must keep pace with the times. The content of library science is closely related to the development of technology. We should use new technologies and methods to teach students. However, in the recruitment of "reader service department" and "borrowing department" positions in China, university libraries account for 20% and public libraries for 29%. Of course, thinking from another angle also reflects the disconnection between the higher education of library and information science and the library industry, because the trained students cannot meet the needs of work, which makes the library reluctant to recruit students majoring in this discipline.

Graduates majoring in library science are often considered to lack the knowledge background of relevant disciplines, thus they are not competent for some positions in the library. The responsibility of the user experience librarian is to explore the user's behavior, expectations and information environment, as well as to evaluate the factors that affect user services in technology and environment. Our country's service departments have very targeted recruitment positions, such as consulting services, intelligence services, retrieval guidance, etc., which require high professional core competence. 35% of the reader service positions listed the priority conditions, mainly focusing on education background and work experience. Prefers to employ young people with relevant experience in youth services including youth education, child care, youth development, etc. The number of people in the information reference and consulting department and the information resources construction department are in the middle ranking, mainly the postgraduate students in library science are engaged in this department. The establishment and strengthening of public relations depend to a large extent on the managers of public libraries to do this part of the work, so it is particularly important to analyze the public relations elements of management positions. Moreover, the recruitment ratio is too low, which to some extent limits the development space of library and information applicants, and also reflects the problem of talent construction in the process of library professionalization in China.

#### 4. Conclusion

For a long time, due to the influence of various factors, "the shortage of library talents, the difficult development of the library cause, and the reluctance of library and information professionals to work in the library" has become a vicious circle. In recent years, library science education in China has been developing continuously. Undergraduate education has shown a steady development trend, while postgraduate education has developed rapidly. Major breakthroughs have been made in doctoral education and the education system for library science has been further improved. While focusing on the essential study of library science, the cultivation of library science talents has more requirements for the enrichment of their professional skills, especially mathematical knowledge and programming skills. When carrying out online reference work, the library formulates reasonable management objectives and specific implementation plans, which are conducive to ensuring the service quality of reference work. Especially those who require relevant working experience and ability, even require proof. Pay attention to high-level library talents, especially those with a certain number of years of work experience and management experience.

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