

# *Exploration of Subject Service of Local University Library Based on New Media*

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**Abstract:** This paper aims to explore the application and practice of new media in the subject service of local university libraries. As an important way for students and teachers to learn and obtain information, local university library is facing the challenge of digital transformation in the information age. The continuous development of new media technology provides new opportunities and possibilities for library subject service. By introducing diversified information resources, innovating subject service methods, improving subject service quality through data analysis, and establishing instant feedback mechanism with readers by means of interactive function of new media, the transformation and upgrading of subject service of local university libraries are realized. We should actively promote intelligent, global, diversified and personalized development, improve the accuracy and efficiency of services, expand the scope of resource acquisition, meet the needs of different readers, and achieve more accurate personalized recommendation.

## 1. Introduction

With the rapid development of Internet technology, new media has gradually become an important tool for people to obtain information and communicate. The new media includes blog, microblog, wechat, short video and other forms, providing people with more convenient and diversified information dissemination channels. At the same time, the subject service of local university libraries is also facing new demands and challenges. The new media provides people with massive information resources, and the local university libraries need to update and improve their digital resources in time to meet the diversified information needs of readers. In the era of new media, readers' needs and ways to obtain information have changed. Local university libraries need to adapt to this change, innovate their service methods, and provide more convenient and personalized discipline services. In the new media era, information literacy is particularly important. Local university libraries need to strengthen information literacy education and help readers improve the ability of information retrieval, identification and utilization, so as to adapt to the characteristics of information dissemination under the new media environment.

## 2. Analysis of subject service status in local university libraries

Library is a very important resource and service organization in the university campus, providing teachers and students with rich literature resources, information consulting, reading space and other services. This article will describe the scope and type of library resources and services, as well as

the number and needs of users.

## **2.1 Status quo of library resources and services**

The resources and service scope of the library is very wide, including books, periodicals, newspapers, electronic resources, audio-visual materials, databases, network resources and so on. The library also provides information consultation, reading space, literature delivery, literature replication, literature retrieval, literature recommendation and other services. In addition, the library also regularly holds various activities, such as reading groups, lectures, exhibitions, etc., to provide more opportunities for teachers and students to learn, communicate and entertain.

The number of library users and the demand are growing. With the continuous development of university enrollment expansion and campus construction, the number of library users is increasing. According to statistics, in recent years, the library borrowing volume, visits, the number of users and other indicators have increased significantly. At the same time, the user needs of libraries are becoming more and more diversified. In addition to traditional literature resources and services, users' demand for electronic resources, network resources, information consulting and reading space is also increasing. In addition, users have an increasing demand for literature delivery, literature replication, literature retrieval, literature recommendation and other services.

The user needs of libraries are also constantly changing. With the development of The Times and the progress of science and technology, the needs of users are also constantly changing. For example, with the advent of the digital age, users' demand for electronic resources is increasing. At the same time, users' demand for literature delivery, literature replication, literature retrieval, literature recommendation and other services is also increasing. In addition, users' needs for information consultation, reading space, and literature resources are also constantly changing.

Library is a very important resource and service organization in the university campus, providing teachers and students with rich literature resources, information consulting, reading space and other services. The number and demand of library users are increasing, and the demand for electronic resources, network resources, information consultation, reading space and so on is also getting higher and higher. Therefore, the library needs to constantly improve and improve the service, to meet the needs of users, and to provide users with better opportunities for learning, communication and entertainment.

## **2.2 Problems and challenges existing in discipline service**

With the progress of science and technology and the development of the society, the role and status of the library in the discipline service have also changed a lot. However, there are also some problems in the subject service of library, which have a certain impact on the development of library and the service experience of users.

First of all, the shortage of library resources is an important problem in the subject service. With the continuous development and change of disciplines, the library needs to constantly update and increase its own resources to meet the needs of users. However, libraries are often limited and not updated fast enough, which can lead to difficulties in obtaining information. In addition, the library resources are often not accurate and timely enough, which also brings great trouble to the users.

Secondly, the single service mode of the library is also a problem existing in the subject service. The traditional library service is often based on borrowing, users need to borrow and return books to the library. This way is not only high time cost, but also not convenient for users to access electronic resources. With the development of science and technology, the service mode of libraries is also changing constantly, but the service mode of many libraries is still relatively single, which cannot meet the needs of users.

Finally, the low user satisfaction of libraries is also an important problem. Library is an important place for users to acquire knowledge and information, but many libraries have low service quality and poor user experience, which leads to low satisfaction of users with libraries. In addition, the quality of the library service staff is not high, the service attitude is not good, will also affect the user experience and satisfaction.

In order to solve these problems, the library needs to take some measures to improve the discipline service. First, the library needs to constantly update and increase its own resources to meet the needs of its users. Secondly, the library needs to continuously improve the service mode and improve the user experience. For example, electronic borrowing, online consultation and other ways can be used to improve the convenience of users' access to information. Finally, the library needs to improve the quality and service attitude of the service personnel to improve the satisfaction of the users.

### **3. Application of new media in the subject service of local university library**

#### **3.1 Definition and characteristics of the new media**

New media refers to a form of media that uses digital technology to spread information, exchange ideas and promote social interaction on the basis of emerging technologies such as the Internet, mobile communication technology and multimedia technology. Compared with traditional media, new media have the following characteristics: digital, interactive, personalized and real-time.

The classification of new media can be classified according to their technical means, application scenarios and functional characteristics. For example, according to the technical means, it can be divided into Internet, mobile communication technology, multimedia technology; according to application scenarios, it can be divided into social media, online education, e-book reading, etc.; according to functional characteristics, it can be divided into information release, information exchange, information recommendation, etc.[1]

#### **3.2 The application scenarios and advantages of the new media in the subject service**

New media has a wide range of applications in subject services, including but not limited to online reference consultation, electronic resource acquisition, academic resource recommendation, etc. Below, we will introduce these application scenarios and their advantages respectively.

##### **(1) Online reference and consultation**

Online reference consultation is a very convenient service, users can ask questions to the discipline service agencies through the network, and get professional answers. This service has the following advantages: convenience, fast, professional, diversity.

##### **(2) Electronic resource acquisition**

Electronic resources refer to the digital and networked literature, data, images and other information resources. In the new media era, discipline service institutions can provide various electronic resources through the network, such as electronic books, journals, databases and so on. This service has the following advantages: convenient, fast update, resource sharing,

##### **(3) Recommendation of academic resources**

Academic resource recommendation refers to the recommendation of relevant academic resources by subject service institutions according to the needs and interests of users. This service has the following advantages:

① Personalized: Academic resource recommendation can be personalized according to users' needs and interests to improve user experience and satisfaction.

② Comprehensive: Discipline service institutions usually have rich academic resources, and can recommend various types of academic resources to meet the different needs of users.

③ Real-time: Academic resource recommendation can be real-time, and users can obtain the latest academic resource recommendation in time.

To sum up, the application scenario of new media in subject service is very wide and has many advantages. These advantages can better meet the needs of users and improve the service quality of the discipline service institutions.

### 3.3 Challenges and limitations of the new media

New media not only brings opportunities for the subject service of university library, but also brings some challenges and limitations.

First of all, the rapid development and change of new media require university libraries to constantly update their technology and equipment to meet the needs of readers. This requires the library to invest a lot of capital and human resources, which is a big challenge for some university libraries with limited resources.

Secondly, in the new media environment, there are many quantities and types of information resources, but the quality is uneven, which brings it difficult for readers to choose appropriate resources. University libraries need to spend more time and energy to screen and organize resources to provide readers with high-quality reading materials.

In addition, there are also problems of copyright and intellectual property rights in the new media environment. When providing digital resources, university libraries should abide by relevant laws and regulations to ensure that copyright and intellectual property rights are not infringed.

In addition, the popularization and application of new media also requires readers to have certain technical literacy and information literacy. For some older or less skilled readers, there may be some difficulties in using the new media. Therefore, university libraries need to provide corresponding training and support to help these readers make better use of the new media for reading and learning.[2]

To sum up, the new media brings opportunities and challenges to the subject service of university library. University libraries need to actively respond to the challenges and limitations brought by new media, take effective measures to improve the quality and effect of reading promotion services, and provide readers with better services.

## 4. Practical exploration of new media in the subject service of local university library

The practice and exploration of new media in the subject service of local university libraries can be carried out from the following aspects:

(1) Establish a discipline service platform: make use of new media to establish a discipline service platform to provide readers with more convenient discipline services. For example, a subject resource database can be established to integrate the resources of different disciplines to facilitate readers to find and obtain relevant information. At the same time, subject service columns can be set up, including subject dynamics, research hotspots, expert lectures, etc., to provide readers with the latest subject information and resources.

(2) Promote digital reading: Promote digital reading through new media, and improve readers' digital literacy and information acquisition ability. For example, digital reading guides can be made to help readers understand the classification and retrieval methods of digital resources; and to publish digital reading recommendations and reading experiences to attract more readers to participate in digital reading activities.

(3) Provide online consulting services: use new media to provide online consulting services, and

answer readers' questions on subject services. For example, we can set up online consultation columns and arrange professional librarians to provide real-time answers and guidance, and we can also use instant messaging tools, such as WeChat, QQ, to provide readers with more convenient consultation.

To sum up, the practice and exploration of new media in the subject service of local university libraries needs to combine the actual situation and the needs of readers, actively introduce new technologies and new ideas, and improve the quality and effect of the subject service. At the same time, we should constantly sum up our experience and lessons to improve and improve our ability.[3]

## **5. The framework and strategy of discipline service construction in local university libraries**

### **5.1 Framework and objectives of discipline service construction**

The framework of discipline service construction of local university libraries mainly includes the following aspects:

1) Resource integration: Local university libraries need to integrate various subject resources, including paper documents, electronic resources, databases, etc., to form a complete subject service system and provide users with comprehensive subject information resource services.

2) Service innovation: Local university libraries need to constantly explore new service models and methods, such as subject knowledge push, subject navigation, subject research consultation and other services, to improve user satisfaction and improve library service quality.

3) User experience: Local university libraries need to pay attention to user experience, including library environment, library facilities, library services, etc., in order to meet the diversified needs of users and improve user satisfaction.

The objectives of discipline service construction in local university libraries mainly include the following aspects:

1) Improve subject service level: Local university libraries need to continuously improve subject service level, provide users with more comprehensive and accurate subject information resource services, and meet the growing information needs of users.

2) Improve user satisfaction: Local university libraries need to pay attention to user experience, improve user satisfaction, and make the library an ideal place for users to study and research.

3) Promoting discipline development: Local university libraries need to promote the development and innovation of disciplines through discipline services, and promote the development of local economy and society.

4) Improve the competitiveness of libraries: Local university libraries need to improve the competitiveness of libraries through disciplinary services, and provide strong support for the development of libraries.

Summary: The framework and objectives of subject service construction in local university libraries are aimed at improving the service level of libraries, enhancing user satisfaction, promoting subject development and enhancing the competitiveness of libraries. Through the efforts of resource integration, service innovation, user experience and other aspects, the library can achieve the service goal and provide users with better subject information resource services.[4]

### **5.2 Strategies and methods of discipline service construction**

The strategies and methods of subject service construction in local university libraries mainly include resource integration, technology application, user demand analysis and so on.

First of all, resource integration is one of the important strategies for the construction of subject

service in local university libraries. Local university libraries need to cooperate with other libraries, academic institutions, database providers and other institutions to realize the sharing and complementing of resources, improve the utilization rate of library resources and service quality. At the same time, local university libraries also need to transform traditional paper resources into digital resources through digital means to improve the efficiency of resource acquisition and utilization.

Secondly, technology application is another important strategy for the construction of subject service in local university libraries. Local university libraries need to improve their service level and user experience by applying modern information technology, such as cloud computing, big data and artificial intelligence. For example, local university libraries can provide subject-related literature retrieval, information push, reference consultation and other services through the construction of disciplinary service platforms to improve the efficiency and accuracy of users' access to information.

Finally, user demand analysis is one of the important methods for the construction of subject service in local university libraries. Local university libraries need to understand the needs and satisfaction of users through investigation, interview, data analysis and other ways, so as to provide more suitable services for users' needs. For example, local university libraries can carry out user satisfaction surveys to understand users' evaluations and suggestions on library services, so as to optimize the service process and content of libraries and improve user satisfaction.

To sum up, the strategies and methods of subject service construction in local university libraries mainly include resource integration, technology application, user demand analysis and so on. Local university libraries need to formulate corresponding service strategies and methods according to their own actual conditions, combined with the characteristics and needs of disciplinary services, so as to improve the service level and user experience of libraries.[5]

## 6. Conclusion

The conclusion of the subject service exploration based on the new media is that the new media brings great opportunities and challenges to the subject service of the local university library. By using new media, local university libraries can better meet the needs of readers and improve the quality and effect of reading promotion services. However, the application of new media also requires local university libraries to invest a lot of funds and human resources, and needs to constantly improve the technical level and service ability. At the same time, the application of new media has also brought some challenges and limitations, which requires the local university libraries to constantly sum up the experience and lessons, and constantly improve and improve their ability to adapt to the new environment and needs. Therefore, the exploration of the subject service of the local university library based on the new media needs to be carried out continuously to better provide the high-quality service for the readers.

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