

University Library Service Model Innovation in the Digital Reading Era

Caimei Wu

Shandong Agriculture And Engineering University Jinan, Shandong, 250000, China

Abstract: Under the background of Internet, university libraries should make full use of new media technology, try their best to meet readers' personalized reading needs, and actively innovate library service model. By analyzing the current service mode of university libraries, this paper summarizes the innovative measures of university libraries in the digital reading era, which can effectively promote the integrated development of traditional reading and new digital reading.

Keywords: Digital reading; University library; Service mode

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1. Introduction

Driven by information technology, the value of big data has aroused people's high attention, and people use big data more and more frequently. Influenced by the era of big data, university library management has undergone tremendous changes, especially in the innovation of service mode of university library^[1]. Therefore, colleges and universities should attach importance to the innovation of service mode of university library in the era of data reading, strengthen reform and research, provide harmonious reading atmosphere and high-quality reading service for teachers and students, and enhance readers' interest in reading.

2. The characteristics of digital reading

Digital reading, as the product of reading revolution in the Internet era, has a rapid development trend and exerts a huge impact on the textbook and traditional book market. In foreign countries, many schools have made use of modern technology and digital tools to help students read more efficiently. The traditional library service model can not meet the requirements of readers, the emergence of digital reading has harvested a large number of readers, and its advantages gradually appear. In order to meet the trend of modern technology development, university libraries should make full use of digital technology, realize the sharing of Internet materials and improve the utiliza-

tion rate of library documents. The wireless downloading, copying and sending functions of digital reading provide readers with great convenience. In addition, the advantages of low cost, convenient retrieval, large storage and convenient preservation have opened up a wider market for digital reading. The characteristics of recombination and expansion of digital reading are increasingly welcomed by the majority of users.

3. Present situation of service mode of university library

3.1 Librarians' data literacy needs to be improved

Under the influence of the big data revolution, the cultivation of librarian's data literacy should be widely paid attention to, which is closely related to the innovation of university library service mode in the digital reading era. At present, the mining and application of the data value in the library in colleges and universities is not enough, and the administrators do not have a keen perception and understanding of the data, which seriously affects the modernization of the library. In practical applications, the data quality involves the ability to sensitive to data, data collection, data analysis and processing, data using the ability to and criticism of the data capacity, in the five aspects, occupies an important position in the data analysis and processing ability, to provide more reliable basis for the reform of strong, library godown-keeper need data from a

large database and search for all the relevant information, And these information screening, integration and analysis, and mining potential data value. At present, most colleges and universities in China do not pay attention to the cultivation of library staff's data literacy, lack of professional library team construction, and most library staff do not have relevant data analysis ability. Although some well-known universities in China have realized the importance of cultivating librarians' data literacy for a long time, most of them lack excellent data-oriented talents and fail to give full play to the service of professional data to library management.

3.2 Data use efficiency is low

In the era of big data information, all walks of life in China do not pay enough attention to the mining of the potential value of big data, and people's utilization rate of big data is not enough. There will be big data in every industry and every channel in the society, which forms a huge amount of data. At present, China's library management model has certain restrictions on data bearing, which cannot cover all relevant data, which seriously affects the development of university libraries in the digital era. It can also be said that the ability of university libraries to store, integrate, analyze and use big data directly affects the utilization rate of big data.

4. Innovation strategy of University Library service mode in digital Reading era

4.1 Improve the comprehensive quality of librarians

University libraries should regularly carry out training activities for administrators' comprehensive literacy, improve professional skills, master the requirements of digital reading, and strengthen the cultivation of innovation ability. Let administrators realize the advantages of digital reading, and let librarians benefit from it, and promote the innovation and development of digital reading. University libraries can obtain more effective feedback through random questionnaire survey of readers, and at the same time use scientific and reasonable evaluation methods to constantly improve the reading service, improve the comprehensive quality of librarians, and promote the innovation of library service mode.

4.2 Optimize the quality of your digital reading

Due to the insufficient classification of the contents of digital reading products in the market, teachers and students will encounter many similar phenomena of contents and services in the process of choosing readers, resulting

in insufficient reasonable and accurate selection. In order to increase people's attention to digital reading, libraries can provide appropriate content according to readers' age, gender, major and so on. Good daily affairs processing ability and perfect user management function are the characteristics that university library management system must have in the digital reading era. In addition, it should strictly regulate the use of system operators and constantly optimize the quality of administrators' work. Information science and technology make it convenient for university library administrators to manage readers' reading demands. They can provide readers with more convenient and fast reading experience and fully optimize the quality of digital reading through regular operations such as on-line reservation, renewal and catalog retrieval.

4.3 Innovate the service content of university library

The data revolution has put forward higher requirements for the service content of libraries. University libraries need to implement personalized service and intelligent service to meet the diversified and personalized reading requirements of readers. Colleges and universities can allow professional data service managers to make integrated analysis and judgment on readers' browsing traces and other relevant historical data, so as to recommend more relevant information to readers, effectively use the reading time, and provide more convenient services for teachers and students. To construct modern digital library, colleges and universities need to improve the ability of developing, analyzing and applying data value, rationally allocate resources and improve the utilization rate of data information.

4.4 Construct the guarantee mechanism of library service innovation

At present, the application of data and information technology in China is still in the process of further exploration, and the relevant library management innovation system needs to be improved. Therefore, colleges and universities should build a guarantee mechanism for library service innovation, constantly optimize and improve it, strengthen the division of labor and cooperation among various departments, ensure the safety and reliability of data, promote the smooth development of data management, and strictly regulate the operation of relevant staff according to rules and regulations^[3]. To cultivate the comprehensive quality of librarians regularly to ensure the smooth development of innovation in university libraries.

5. Conclusion

Big data technology's impact on university library service mode, make the university library management contents, management mode and management concept of modernization, this requires that the university library should keep pace with The Times, scientific and reasonable use of modern digital technology, continuous innovation of university library service mode, improve the reading interest, and lay a foundation for the long-term development of university library.

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