Analysis on Challenges and Responses of Library and Information Service in Digital Information Environment

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Abstract：In the context of the era of digital information，library and information services can provide readers with better，more diverse and more convenient services. While digital information promotes the perfect development of library and information services，it also faces many challenges in its services. Based on this，this article applies literature research and other methods to analyze the many development challenges faced by library and information services in the digital information environment，and explores strategies and specific methods for adapting to build a more complete library and information service system and improve its service quality. To promote the healthy and long－term development of the library industry.

Keywords：Library and Information Service；Digital Information；Contingency Measures

Library and information service is an important social service. In the digital information era，its service methods and content have undergone many changes. As users make more use of online channels to search for relevant information，library and information services also need to integrate the Internet to enrich service content and methods to meet the diverse needs of audiences. The library and information service is merging with digital information for multi－directional development. Related workers need to combine digital information content to penetrate the form of library management and information service to improve the efficiency of library management and the service efficiency and quality of library information. Library books and materials. The classification and query will rely on digital to carry out infrastructure construction，and carry out certain extensions and developments on the basis of continuing the traditional functions of the library. With the rapid development of digital information — related technologies，the traditional book management mode and information service methods and content have to be developed over time. In order to meet the needs of library audiences in the information age. However，despite the promotion of information technology，China's library and information services have achieved significant development in resource development and market construction，but compared with the requirements of the development of library and information in the current era，there are still many service problems in the library and information industry. Compared with the development of library information in some developed countries in the West，China is still in its infancy due to the late start and other factors. The market is developing fast，but the overall scale is small and the depth of development is insufficient. At the same time，the supply and demand market for library and information is still lacking. In－depth development has led to the failure of related services to bring better benefits. From the perspective of the domestic market，there are also phenomena such as intensified competition. Many companies have seen the huge prospects of book information services and have invested abundant funds，introduced talents，and provided some traditional library and information service organizations have brought huge impact. Based on the above－mentioned reality，in order to make China's library and information industry develop healthily and in depth，it is necessary to actively and effectively respond to the many challenges faced by library and information services in the digital information age.

1. Analysis of the challenges faced by library and information services in the digital information environment

With the continuous development of science and technology and the continuous innovation of information technology, library and information companies should use relevant information technology in their daily management and services, which will help improve corporate management and service efficiency, save personnel's working time, and create better benefits. In this development process, the library and information service has also faced many severe challenges.

1.1 The challenge of leakage of book resources

Digital information is a "double-edged sword" for book resource management and services. Because digital information creates novel and interesting experiences for readers, and enhances readers' favorability for related methods, this attracts a large number of readers to use information technology to obtain library information services. In this process, due to the existence of network information release and dissemination. There is a lot of freedom, and there are also some hidden security problems. Some people may use technical loopholes in related service websites to steal library informatization books, documents and other resources, and may even spread viruses to destroy library and information informatization services, for libraries and related enterprises, this will cause huge losses.

1.2 Challenges from readers' needs

In the digital information age, people can obtain abundant information resources through the Internet. If library book resources cannot meet the diverse needs of readers in a diversified manner, a large number of audiences may be lost. The development of the times has made people gradually have a high demand for the spiritual world, and all kinds of propaganda about reading important ideas have also made many people read with high enthusiasm after busy studying and work, or because of related. Work and research needs to search for and read a large number of books and documents. If the number of books provided is small, the type is single, or the service channels are too traditional to meet the basic information-based book service functions, readers will lose interest in reading, or will be unfavorable. Readers' convenient access to information will reduce their frequency of use of related services, which is not conducive to the development of the library and information industry.

1.3 Challenges in the development of new media

In the digital information era, the new media industry is developing rapidly. New media presents books and other information in various ways. With the widespread use of smart phones and computers, new media has become a popular way of reading for many young people and even middle-aged and elderly people. The traditional way of reading has changed to electronic reading. For readers, various forms of information presentation are conducive to stimulating their reading interest, increasing the quantity and quality of reading. For library and information services, it provides new service channels for them, but based on new. The monopoly of the media may cause managers to rely too much on information-based forms of communication, which is not conducive to enriching the service system of library information.

2. Analysis of the contingency strategy of the library service in the digital information environment to meet the challenge

2.1 Optimize the traditional library and information service system

The traditional library and information service system cannot be completely abandoned, but should be rationally reorganized and optimized for service needs in the context of digital information. In the reorganization practice, we must first rebuild a personalized service portal, and build a reasonable-scale virtual reading room based on data such as the number of readers in the library. Library management should fully recognize the impact of information technology on traditional book service methods, recognize the limitations of traditional service models, and actively change the single and rigid library and information service portal to provide customers with diverse and personalized services. By building a virtual reading room, every library reader can register his own unique account on the information portal website and

establish his own book service information file. The library can further classify users based on the relevant information provided by readers when registering, such as user age, occupation, hobbies, book reading preferences, etc. , and provide intelligent virtual reading rooms for users of different categories, such as reading according to reading. Preference to set up different types of virtual reading rooms such as classical drama, children's literature, finance and trade, and natural sciences. The large－scale and personalized construction of virtual reading rooms will completely break the framework of traditional library and information services and effectively reorganize the diverse and personalized requirements of customers. Many provincial and municipal libraries are actively building virtual reading rooms, which has also confirmed. The virtual reading room can attract a large number of customers and meet its individual requirements for reading environment, reading methods, and reading convenience.

2.2 Contents of innovative library and information service

Since the introduction of network technology in book services, many libraries have begun to choose to expand and innovate the form of book information services in an active and open way, which is conducive to their response to the impact of digital information on book services. For example, the construction of different forms of library and information service stations such as online learning centers and community library information centers. The service contents of different service stations are also different. For example, online learning stations provide search and reading information learning for students, teachers, and social personnel. Resource services, and provide virtual tools related to learning such as graphic text editing, simulation experiments, etc. These service sites can also cooperate with some professional learning forums to publicize learning information on the sites to meet the diverse learning needs of relevant people. And community information stations generally provide targeted book retrieval and reference services based on the characteristics of the composition of the community. They can also cooperate with local museums and cultural centers to provide comprehensive book information services.

2.3 Optimize the book information service model based on user needs

In the era of digital information, the development of library and information is also obviously driven by users. Therefore, it is necessary to improve information service mechanisms based on users, such as resource integration and team collaboration information service mechanisms. The former refers to the integration of user information for real－time information fusion processing in the process of providing users with library and information resources. For example, Questia Digital Library provides services such as book retrieval for tens of thousands of users, while also providing users with personalized bookmarks,annotation and other services. The latter refers to collaborative processing of library and information, such as the NSDL project and the Cyclades project, which have realized multiple services including information sharing, resource integration, collaborative processing, annotation, and writing.

3. Conclusion

In summary, the digital information environment has brought many challenges and impacts to the development of library and information services. Relevant institutions should thoroughly analyze the diverse needs of different groups for library and information services in the context of digital information, and explore their own resources and service models based on their own problems. We will rationally optimize the traditional service model, and actively study excellent relevant cases at home and abroad, and innovate the content and model of library and information services, so as to promote the healthy and long－term development of ourselves and the entire industry.

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