

# Analysis on the Way of Service Innovation of University Library Under the New Information Environment

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**Abstract:** The tide of social information is surging, and the transformation of university information is also imminent. Therefore, library managers should also use digital thinking and technology, combined with modern service consciousness and concept, innovative design of modern information university library service mode, improve the quality of library service and operation efficiency. Based on this, this paper will briefly discuss the existing problems of university library, and further explore the way of service innovation of university library under the new information environment, for reference.

**Keywords:** Informatization; University library; Service innovation; Strategy

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## 1. Current situation of university library construction

### 1.1 The informatization degree of university library is insufficient

Under new information environment, some university library design, first to complete the collection resources informationization in carrying “cloud” technology university library collection resources, achieving the intelligent promotion and resource reproduction is convenient and efficient retrieval and extraction and so on, turn the past old library, library resource searching problem, more eliminates the popular books resources and “book” dilemma. The information-based transformation of modern university library not only caters to the trend of social informationization, but also improves the quality of the audience experience. It not only improves the borrowing efficiency of teachers and students, but also improves the borrowing frequency of teachers and students<sup>[1]</sup>.

### 1.2 The borrowing mode of university library is more traditional

Readers lending patterns is the key to achieve efficient and orderly access to books in the library, in not informatization reform of university library, the teachers and students can only rely on the traditional pattern of library readers, such as signs, according to the library to find books are located, finally a library card credit card to complete book lending, In this, readers also need to be “careful” that the books they want to borrow can not be lent out, but also need to pay attention to the borrowing date after lending so as not to cause the occurrence of the phenomenon of violation of the period, which is unbearable for modern readers who have been used to information services.

### 1.3 The service consciousness of university library is insufficient

With the development of economy and society, readers are no longer satisfied with the diversity and richness of library collection resources, and begin to pay more attention to the service level and environment layout of libraries. As a result, libraries outside colleges and universities have adjusted the decoration style and marketing strategy of libraries in time, paying more attention to the measurement of readers’ multidimensional satisfaction with libraries, and carrying out all-round service upgrading of libraries with the concept of commercial service.

## 2. College library service innovation strategy

### 2.1 Informatization of collection resources

The design of mobile library is the first step of the current information transformation of library. Mobile library refers to the digital editing and processing of the original paper library collection information resources to make them into digital cultural products that can be reproduced and transmitted indefinitely. The information coding of library collection resources provides a new Angle and way

for university library service. Teachers and students can not only meet their reading needs at any time and anywhere with the help of digital collection resources, but also avoid the “trouble” in the traditional borrowing link, which effectively improves the borrowing efficiency and borrowing experience. In addition, the digital library resources processing, but also for readers of library provides more accurate data, the librarian can be found anywhere, anytime and summarize the university teachers’ and students’ borrowing trend and the main browsing content, the choose and buy books for the library event planning and work and so on provides more clear portrait of readers, library service work more scientific and effective<sup>[2]</sup>.

## **2.2 Informatization of operation mode**

The purpose of operation is not to make commercial profits, but to improve the retention of users with the help of professional operation mode, and to provide motivation for continuous operation. In university library service upgrade process, therefore, librarians should also be back on informatization construction, rely on the information tools, such as WeChat public, trill, the little red book, such as media platform, establishing the image of the library service, library propaganda activity plan, improve the library readers’ sense, teachers and students to improve the teachers and students liking readers of the library and patronage. In addition, the library can also use the media as the service and operation highland, timely receive teachers and students readers’ opinions and suggestions in the media China, timely solve the teachers and students readers’ dissatisfaction with the library, so that the distance between the library and college teachers and students readers, so that readers’ satisfaction with the library is higher.

## **2.3 Intelligent management team**

The construction process of modern informationized university library is inseparable from the management team of intelligent “upgrading”, and only relying on high-quality, professional, forward-looking and standardized library management team can realize the consolidation and development of library informationization achievements. By improving the professional quality of library administrators, the informatization degree of library will be higher and the service quality will be better. In contrast to the traditional appointment mechanism of university librarians, many colleges and universities are reluctant to recruit professional librarians with more operational thinking from the society instead of choosing their own teachers or counselors as part-time librarians. In this process, many “appointed” college teachers or counselors can only spare time to complete library management tasks, and due to the heavy workload of their own work, library management is “naturally” regarded as “rest”, which is also the key factor leading to the problems of many university libraries. Therefore, colleges and universities should focus on the library experience of teachers and students, select the management team of university library from the perspective of professional library management, and make the library become the place that teachers and students are most willing to go in their spare time again.

Conclusion: To sum up, under new information environment, university library’s digital transformation and upgrading has been overwhelming, the trend of the social informatization to traditional library operation management model is no longer adapted to the contemporary demand for library and experience, so the collection resources and operating model is needed in the colleges and universities take the lead in informatization transformation, Build a library management team with modern information operation ability to ensure the standard of library information service.

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